

AMERICAN ART POST CARD CO.,  
BOSTON, MASS.

NO. 5A1

ORDER NO. 51109

DATE 1-3-1935

GM AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) FRANKLIN SQUARE,  
NORWICH, CONN.

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



AMERICAN ART POST CARD CO.,  
BOSTON, MASS.

NO. 5A2

ORDER NO. 51109

DATE 1-3-1935

6 M AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) UNION SQUARE, NORWICH,  
CONN.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 1 R. M NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

TALL BLDG. CREAM. SMALL OLD BLDG. BROWN. REAR CHURCH GRAY.  
LARGE CHURCH RED, TAKE OUT THE 3 AUTOS IN FOREGROUND.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

Very Real  
H.D.  
DEADLINE



3

AMERICAN ART POST CARD CO.,  
BOSTON, MASS.

NO. 5A3

ORDER NO. 51109

DATE 1-7-1935

6 M AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER

TITLE (IN FULL)

NORWICH FREE ACADEMY,

NORWICH, CONN.  
BUILDING.

TOP- COMMERCIAL ~~XXXX~~ SLATER MEMORIAL  
MAIN ~~XXXX~~ BUILDING.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

THE "HAY STOCK" AT LEFT IS A LARGE BUSHY TREE.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



AMERICAN ART POST CARD CO.,  
BOSTON, MASS.

NO. 5A4 ✓

ORDER NO. 51009

DATE 1-3-1935

AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) POST OFFICE AND  
B.P.O. ELKS NO. 430, NORWICH,  
CONN.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

P.O. RED & GRAY. ELKS CREAM GRAY. TAKE OUT 5 AUTOS OR POSSIBLY  
ALL.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



32

A 14<sup>3</sup>/<sub>4</sub>

AMERICAN ART POST CARD CO.,  
BOSTON, MASS.

NO. 5A6

ORDER NO. 51122

DATE 1-3-1935

12M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SACRED HEART CHURCH,  
CONCORD, N. H.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

TAKE OUT AUTO. CUT OFF AT RIGHT.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

9



E.D. WEST CO., SOUTH XXR YARMOUTH,  
CAPE COD, MASS.

NO. 5A8

ORDER NO. 51112

DATE 1-3-1935

6 M AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 108 R. M. NO

TITLE (IN FULL) THE BOAT LANDING AND  
RAILROAD SQUARE, PROVINCETOWN,  
CAPE COD, MASS.

IMPRINT  
SAME AS ABOVE

PRIVATE NO. BEFORE TITLE- 35

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



3

E.D. WEST CO., SOUTH YARMOUTH,  
CAPE COD, MASS.

NO. 5A9 ✓

ORDER NO. 51112

DATE 1-3-1935

4 3/4

6 M AMERICAN ART POST CARD XXX, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER

FRONT NO.

108

R. M

N YES

TITLE (IN FULL) TOWN OFFICE BUILDING  
AND LIBRARY, HYANNIS, CAPE COD,  
MASS.

IMPRINT

SEME AS ABOVE

PRIVATE NO. BEFORE TITLE- 3

COLOR DESCRIPTION

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO.—

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO. YES

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

*Very Rush*

DEADLINE

7



CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

NO  
YES  
RETURN PHOTO

DIAL NO. 5A10

ORDER NO. 51180

DATE 1-7-1935

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER RICHARD GRIESSER,  
CHICAGO, ILL.

3 1/2 M PC

SIZE

~~3 1/2 x 5 1/2~~ 3 1/2 x 5 1/2

STYLE AMERICAN ART, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TOP: RICHARD GRIESSER & SON, BREWERY  
ARCHITECTS & ENGINEERS

BOT: THE SPEARMAN BREWING CO. PENSACOLA, FLA.

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

ENGRAVING DEPARTMENT

\_\_\_\_ HALFTONES FROM \_\_\_\_ COPIES

\_\_\_\_ DUPLICATES \_\_\_\_ ZINC COLOR PLATES

\_\_\_\_ LINE & HALFTONE COMB \_\_\_\_ COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

\_\_\_\_ ZINC ETCHINGS FROM \_\_\_\_ COPIES

\_\_\_\_ DUPLICATES \_\_\_\_ COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE \_\_\_\_ WIDE \_\_\_\_ HIGH, SAME SIZE \_\_\_\_

BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH BRASSERS  
CUT TO PICAS (see size)

PROOFS

\_\_\_\_ FLAT \_\_\_\_ GOOD \_\_\_\_ IN COLORS \_\_\_\_ SPECIAL STOCK  
\_\_\_\_ ELECTROTYPES EACH OF \_\_\_\_  
ON WOOD METAL

SIZE \_\_\_\_ WIDE \_\_\_\_ HIGH SAME SIZE \_\_\_\_  
SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER

PHOTO RETURNED

TO

PHOTO USED FOR

*make red suppression*

*Photo - colored drawing  
ret. 1/21/35*

*1st 4  
H.C. 1 1/4  
H.C. 4 3/4*



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 5A12

ORDER NO. 51207

DATE

1-10-1935

CUSTOMER FRED W. REMBOLD,  
CHICAGO, ILL.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M PC SIZE 3 1/2 x 5 1/2

STYLE AMERICAN ART, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full NEW HOME OF FRED W. REMBOLD  
(ETC. AS PER COPY)

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Spacc, entire Mess. Spacc, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

#### RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

#### PHOTO LITHO

Rephoto

NEG. NO.

Photograph each — Size 5x7 - 8x10 - 10x12

Prints each from — Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

Screen 120  
133  
150  
175

#### COLOR DESCRIPTION

#### ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE — WIDE — HIGH SAME SIZE  
SCREEN - 55 - 60 - 85 100 110 120 133 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE HIGHLIGHT  
WITH LINE WITHOUT LINE - SPECIAL BORDER

SIZE — WIDE — HIGH, SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)

#### PROOFS

FLAT — GOOD — IN COLORS — SPECIAL STOCK

ELECTROTYPES EACH OF  
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

4  
1 1/4  
5  
C. 1/2

RETURN PHOTO YES NO



1101  
125

DISTRIBUTED BY JAY LECK,  
CARLSBAD, N. MEX.

NO. **READY** ✓  
ORDER NO. **51223**  
DATE **1-10-1935**

**25 M AMERICAN ART POST CARDS, WHITE BORDER**

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. **1** R. M. **YES**

TITLE (IN FULL)  
**ENTRANCE OF CARLSBAD  
CAVERNS, CARLSBAD, NEW MEXICO**

IMPRINT **SAME AS ABOVE**

COLOR DESCRIPTION

SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF      RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co.—      CUSTOMER **X**  
**CURT TEICH & COMPANY, INC., CHICAGO**  
PHOTO TICKET

**TEICH SET UP**

**DEADLINE**

12



BEEVILLE PUBLISHING CO.,  
BEEVILLE, TEX.

NO. 5A14 ✓

ORDER NO. 51360

DATE 1-17-1935

1M BLUESKY POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) DISTRICT HEADQUARTERS,

UNITED GAS SYSTEM, BEEVILLE,  
TEXAS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT NONE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL NO. 5A15 ORDER NO. 51386 DATE 1-18-1935

CUSTOMER PALM COURTS,  
BROWNSVILLE, TEXAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M PG SIZE 3 1/2 x 5 1/2

STYLE AMERICAN ART, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

PALM COURT'S TOURIST COTTAGES, —  
BROWNSVILLE, TEXAS

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

INCREASE SIZE OF PALM TREES, AS THEY ARE  
NOW ACTUALLY AS TALL AS THE COTTAGES.

COLOR DESCRIPTION

COTTAGES ARE WHITE WITH GREEN ROOF. SHRUBBERY HAS  
BRIGHT RED & YELLOW FLOWERS. TRUNK OF THE PALM  
TREES ARE BROWN AND LEAVES GREEN. SCREEN FRAMES AND  
DOORS ARE GREEN.

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Panromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

Screen  
120  
133  
150  
175

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

COPIES ZINC COLOR PLATES

LINE & HALFTONE COMB. COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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ZINC ETCHINGS FROM COPIES

COPIES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE WIDE HIGH. SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH BRACKETS  
CUT TO PICS (see size)

PROOFS

FLAT GOOD INCOLORS SPECIAL STOCK

ELECTROTYPES EACH OF  
ON WOOD METAL

SIZE WIDE HIGH. SAME SIZE

SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER

PHOTO RETURNED

TO

PHOTO USED FOR

Ret 3 1/2  
H.C. 1 1/2  
L.A. 5



A44

2

C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N. Y.

NO. 5A16  
ORDER NO. 51456  
DATE 1-23-1935

6 M AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 29 R. M. NO

TITLE (IN FULL) LOON LAKE AND  
BLYTHEWOOD ISLAND, BETWEEN CHESTERTOWN  
AND POTTERSVILLE, ADIRONDACK MTS., N.Y.

IMPRINT SAME AS ABOVE

PRIVATE NO. 3-4" FROM RIGHT EDGE  
IN UPPER BORDER- 225

COLOR DESCRIPTION

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

3



C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N. Y.

NO. 5A17 ✓

ORDER NO. 51456

DATE 1-23-1935

6 M AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 29 R. M. NO

TITLE (IN FULL) LOOKING OVER LOON LAKE,  
BETWEEN CHESTERTOWN AND POTTERSVILLE,  
ADIRONDACK MTS., N. Y.

IMPRINT SAME AS ABOVE

PRIVATE NO. 3-4" FROM RIGHT EDGE  
IN UPPER BORDER- 224

COLOR DESCRIPTION

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO B. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



C.W. HUGHES & CO., INC.  
MECHANICVILLE, N. Y.

NO. 5A1B

ORDER NO. 51456

DATE 1-23-1935

6 M AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. X 29 R. M. NO

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

ATTRACTIVE SHORE LINE  
OF LOON LAKE BETWEEN CHESTERTOWN AND  
POTTERSVILLE, ADIRONDACK MTS., N. Y.

PRIVATE NO. 344 FROM RIGHT EDGE  
ON UPPER BORDER - 223

COLOR DESCRIPTION

REMOVE STAKE & WIRE.

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



CUSTOMER  
—  
C. T. & CO.  
—  
PHOTO PROPERTY OF  
—  
RETURN PHOTO  
YES  
NO

DIAL NO. 5A19

ORDER NO. 51424

DATE

1-23-1935

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER

R. A. KISHPAUGH,  
FREDERICKSBURG, VA.

Photos for  
this Customer

12½ M

PC

SIZE

3½ x 5½

STYLE AMERICAN ART, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

REMOVE POLE ON LEFT.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

DARK DULL RED BRICK. DARK DULL GREEN ROOF. WHITE  
CORNICE, WINDOW FRAMES & SASH. GREEN & WHITE STRIPED  
AWNINGS ON TOP WINDOWS. LOWER AWNINGS DARK GREEN.  
DOOR ON RIGHT WHITE. DOORS ON LEFT BROWN. BROWN  
RUSTIC AND DARK GREEN CHAIRS. GREEN SHRUBS AND  
VASES. SIGNS BLACK, WHITE LETTERS. MARKEE WHITE.  
DARK SIGNS WITH WHITE BORDER AND LETTERS. DULL DARK  
GREEN DORMERS WITH WHITE SASH, ON ROOF OF BLDG. X

ENGRAVING DEPARTMENT

ALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE WIDE HIGH. SAME SIZE

SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLIO

FINISHING DEPT OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER.

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE WIDE HIGH. SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLIO METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK

ELECTROTYPES EACH OF  
ON WOOD METAL.

PHOTO RETURNED  
TO  
PHOTO USED FOR



3

NO. 5A20 ✓

ORDER NO. 51478

DATE 1-25-1935

MIGHT'S BOOK STORE,  
CHARLEROI, PA.

3 M500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER

TITLE (IN FULL) CHARLEROI-MONESSEN

HOSPITAL, CHARLEROI, PA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 12 R. M. NO

IMPRINT NONE

COLOR DESCRIPTION

DARK RED BRICK. DULL BUFF STONE CORNICE & CENTER  
ENTRANCE. BUFF SASH. BRONZE LIGHTS. MAKE SMOOTH GREEN LAWN  
ON YARD. REMOVE OLD BOX FRAME ON LEFT CENTER IN YARD.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

3 1/2 M  
37

DEADLINE

9



AMERICAN ART POST CARD CO.,  
BOSTON, MASS.

NO. 5A21 ✓

ORDER NO. 51440

DATE 1-23-1935

12 M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

TOP CENT- LARGEST OPEN  
AIR SWIMMING POOL ON THE ATLANTIC  
COAST  
BOT CENT- THE J.C.B. SMITH MEMORIAL  
SWIMMING POOL, SALEM, MASS.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

DEADLINE



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. **5A22**

ORDER NO. **51499** DATE **1-25-1935**

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER **EUREKA INN,  
EUREKA, CALIF.**

**25 M PC** SIZE **3 1/8 x 5 1/2**

STYLE **AMERICAN ART, WHITE BORDER**

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full **EUREKA INN, SET IN A BEAUTIFUL GARDEN  
ON AN ENTIRE CITY BLOCK IN EUREKA, CALIFORNIA**

FRONT NO. **5** (All of this on address side)  
R. M. ☒ Yes ☐ No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer ☒ C. T. Imprint ☐ No Imprint

RETOUCHING DEPARTMENT

☒ Submit ☐ Sketch — Layout ☒ Retouched Photo — Wash Drawing  
Follow Layout

**USE PHOTO NO. 1A1431. NOTE THAT NEW AUTOS ARE  
TO APPEAR WHERE RED MARKS ARE NOTED ON CARD  
ATTACHED. ALSO REPLACE OLD CARS WITH NEW MODELS.**

**4B4469**

COLOR DESCRIPTION



PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. **Screen** 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — ☒ Handcolor — Black & White Proof. Titles—Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM \_\_\_\_ COPIES

ZINC ETCHINGS FROM \_\_\_\_ COPIES

DUPLICATES \_\_\_\_ ZINC COLOR PLATES

DUPLICATES \_\_\_\_ COLOR PLATES

LINE & HALFTONE COMB. \_\_\_\_ COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE \_\_\_\_ WIDE \_\_\_\_ HIGH. SAME SIZE \_\_\_\_

SIZE \_\_\_\_ WIDE \_\_\_\_ HIGH. SAME SIZE \_\_\_\_

SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150.

BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIGES - FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)

ETCHING DEPT. PAINT IN BACKGROUND SOLID

PROOFS

\_\_\_\_ FLAT \_\_\_\_ GOOD \_\_\_\_ IN COLORS \_\_\_\_ SPECIAL STOCK

FINISHING DEPT. OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER

\_\_\_\_ ELECTROTYPES EACH OF \_\_\_\_  
ON WOOD METAL.

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

*Red 3 1/2  
200 1 1/2  
A 5 1/2  
C 1 1/2*



RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. & CO. CUSTOMER

DIAL No. 5A23

ORDER NO. 51548

DATE

1-28-1935

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER R. A. KISHPAUGH,  
FREDERICKSBURG, VA.

Photos for  
this Customer

12 1/2 M PC

SIZE 3 1/2 x 5 1/2

STYLE AMERICAN ART, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full VICTOR'S HOLLYWOOD RESTAURANT, U.S.

ROUTE 1, FALMOUTH, VA. 48 MILES SOUTH OF WASHINGTON.

4 MILES NORTH OF FREDERICKSBURG.

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination. 120

Dry — Wet — Pancromatic — Color Separation 133

Transfer — Paper Process — New Process. 150

Stripping — White Border — Full Face. 175

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

BLDG. WHITE, ORANGE & WHITE STRIPED ROOF. ORANGE SASH  
& TRIM. BUSSES LIGHT BLUE, WHITE TRIM & TOPS. CEMENT  
ROAD. COTTAGE ON LEFT WHITE, GREEN ROOF. SHOW  
SPRINGTIME FOLIAGE ON TREES.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE WIDE HIGH. SAME SIZE

SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER.

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE WIDE HIGH. SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK

ELECTROTYPES EACH OF  
ON WOOD METAL.

PHOTO RETURNED

TO

PHOTO USED FOR



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 5A24

ORDER NO. 51543 DATE

1-28-1935

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER

WHITEHALL HAT CO.,  
ATLANTA, GA.

Photos for  
this Customer

3 1/2 M PC SIZE 3 1/2 x 5 1/2

STYLE AMERICAN ART, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No

FRONT NO. 5  
R. M. to cover part of Mess. Space; entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

TITLE IN FULL TOP: A FEW OF THE MANY "RUNNING" NUMBERS  
— IMMEDIATE DELIVERY  
BOT: STANDARD HAT CO. ATLANTA, GA.  
RIGHT: STYLED BY STANDARD. LEFT: PRODUCED BY STANDARD

RETOUCHING DEPARTMENT

Submit Sketch — Layout Retouched Photo Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION  
BLACK, NAVY, GRAY, LIGHT & PINK ARE COLORS PREFERRED  
ON HATS. TWO LIGHTER SHADES SHOULD BE USED ON 2 HATS  
CONTRAST OF COLOR ON STANDS IS DESIRED AND IF A  
DRAPE OF FABRICK IS ADDED TO MATERIAL IT WILL  
BE DESIABLE.

ENGRAVING DEPARTMENT

DUPLICATES FROM COPIES  
ZINC COLOR PLATES  
LINE & HALFTONE COMB COLOR PROCESS  
EXTRA NEGATIVES  
EXTRA STRIPPING  
STRIP TO SIZE  
DOUBLE PRINT  
REVERSE POSITION  
REVERSE COLOR  
BEN DAY  
ZINC ETCHINGS FROM COPIES  
DUPLICATES COLOR PLATES  
EXTRA NEGATIVES  
EXTRA STRIPPING  
STRIP TO SIZE  
DOUBLE PRINT  
REVERSE POSITION  
REVERSE COLOR  
BEN DAY  
SIZE WIDE HIGH, SAME SIZE  
BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES FLUSH ALL AROUND  
UNMOUNTED WITH DEARERS  
CUT TO PICAS (see size)  
PROOFS  
FLAT GOOD IN COLORS SPECIAL STOCK  
ELECTROTYPES EACH OF  
ON WOOD METAL.

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER — NO YES RETURN PHOTO

DIAL NO. 5A25 ORDER NO. 51555 DATE 1-28-1935

CUSTOMER UNITED FURNITURE CO.,  
LOUISVILLE, KY.

RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

55 6 M PC SIZE 3 1/2 x 5 1/2

STYLE AMERICAN ART, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full UNITED FURNITURE COMPANY  
(ETC. AS PER PHOTO)

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

DO NOT DO ANY MORE RETOUCHING THAN IS ALLOWED.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES  
DUPLICATES ZINC COLOR PLATES  
LINE & HALFTONE COMB COLOR PROCESS  
Extra Negatives Extra Stripping Strip To Size Double Print Reverse Position Reverse Color Ben Day  
ZINC ETCHINGS FROM COPIES  
DUPLICATES COLOR PLATES  
SIZE WIDE HIGH, SAME SIZE  
BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)  
PROOFS  
FLAT GOOD IN COLORS SPECIAL STOCK  
ELECTROTYPES EACH OF  
ON WOOD METAL

RETURN PHOTO TO J.P.HATHAWAY

PHOTO RETURNED TO PHOTO USED FOR

250



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

DIAL No. 5426

ORDER NO. 51560 DATE 1-30-1935

CUSTOMER MAJESTIC HOTEL,  
DETROIT, MICH.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M PC GROUP (2) SIZE 3½ x 5½

STYLE AMERICAN ART, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full MAJESTIC HOTEL CORNER MONTCALM &  
CLIFFORD DETROIT - MICHIGAN  
(ETC. AS PER LAYOUT)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE LAYOUT ATTACHED. for H. C. P.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE WIDE HIGH, SAME SIZE

SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLIO

FINISHING DEPT. OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER.

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE WIDE HIGH, SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLIO METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH BRASSERS  
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK

ELECTROTYPES EACH OF  
ON WOOD METAL.

PHOTO RETURNED

TO

PHOTO USED FOR

Layout  
Ret  
see  
A  
C-1

Return photos

6-4  
8-3



142  
F. W. WOOLWORTH CO.,  
KEARNEY, NEB.

NO. 5A27 ✓

ORDER NO. 51585

DATE 1-30-1935

3M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

2

R. M.

NO eyes

TITLE (IN FULL)

LOOKING EAST FROM  
STATE TEACHERS' COLLEGE, LINCOLN  
HIGHWAY - U.S. 30 THROUGH  
KEARNEY, NEB.

IMPRINT

NONE

COLOR DESCRIPTION

RETURN PHOTO TO CHAMBER OF  
COMMERCE, KEARNEY, NEB.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



22

19/34

F.W.WOOLWORTH CO.,  
KEARNEY, NEB.

NO. 5A28

ORDER NO. 51585

DATE 1-30-1935

3M500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)	(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. 2 R. M. <del>NO</del> yes
TITLE (IN FULL) KEARNEY LAKE, KEARNEY, NEB.	IMPRINT NONE

COLOR DESCRIPTION  
RAISE WATER LEVEL OF LAKE ALL AROUND, BRING IT UP TO  
BANK BELOW TREE NEAR RIGHT CENTER, ALSO TO BANK IN FOREGROUN D.  
CORRECT POSITION OF BOAT ACCORDINGLY.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER  
CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

3



2 1/2

A42

F. W. WOOLWORTH CO.,  
KEARNEY, NEB.

NO. 5A29 ✓

ORDER NO. 51585

DATE 1-30-1935

3M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

MONUMENT AT SITE OF OLD

FORT KEARNEY, FORT KEARNEY STATE  
PARK ON STATE HIGHWAY NO. 10, SEVEN  
MILES SOUTHEAST OF KEARNEY, NEB.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2

R. M. NO YES

IMPRINT

NONE

COLOR DESCRIPTION

MONUMENT GREY STONE. PUT FLAG ON POLE.

SUBMIT: RET. PHOTO

B. I. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

7



22

NO. 5A31

ORDER NO. 51585

DATE 1-30-1935

F.W. WOOLWORTH CO.,  
KEARNEY, NEB.

3M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M. YES

TITLE (IN FULL)

HOTEL MIDWAY AND  
SOLDIERS' MONUMENT, KEARNEY,  
NEB.

IMPRINT

NONE

*officer Selman*

COLOR DESCRIPTION

MONUMENT GREY STONE, BLDG. WHITE, RED TRIM. RED ROOF.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

7



A4<sup>3</sup>/<sub>4</sub>

LEMMON DRUG CO.,  
LEMMON, SO. DAK.

NO. 5A32

ORDER NO. 51621  
2-4

DATE ~~XX~~ 1935

3<sup>M</sup> 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL)  
MUSEUM, LEMMON  
PETRIFIED PARK, LEMMON, S. D.

IMPRINT  
NONE

COLOR DESCRIPTION

MUSEUM IS MADE UP OF PIECES OF PETRIFIED WOOD. TYPICAL PETRIFIED X  
WOOD COLORS ~~ARE~~ NOT HIGHLY COLORED. USE BEST PHOTO. TAKE OUT  
LETTERING. MUSEUM IS STUDED HERE & THERE WITH PIECES OF ROSE  
QUARTZ.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — NO CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



LEMMON DRUG CO.,  
LEMMON, S.DAK.

NO. 5A33

ORDER NO. 51621

DATE 2-4-1935

3M500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL)

CANNON BALL PYRAMID,  
LEMMON PETRIFIED PARK, LEMMON, S.D.

IMPRINT  
NONE

COLOR DESCRIPTION

CANNON BALL PYRAMID IS MADE OF BROWNISH GREY STONES, THE FOREGROUND  
BEING GRAVEL, THE PYRAMIDS IN THE BACKGROUND ARE TYPICAL  
PETRIFIED WOOD, NOT VERY HIGHLY COLORED - BROWN WITH A SLIGHT  
PINKISH CAST.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET



A4<sup>3</sup>/<sub>4</sub>

LEMMON DRUG CO.,  
LEMMON, S. D.

NO. 5A34 ✓

ORDER NO. 51621

DATE 2-4-1935

3 M500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER

FRONT NO.

2

R. M

NO

TITLE (IN FULL)

CASTLE, LEMMON

IMPRINT

NONE

PETRIFIED PARK, LEMMON, S. D.

COLOR DESCRIPTION

MADE UP OF PIECES OF PETRIFIED WOOD. TYPICAL PETRIFIED WOOD  
COLORS, NOT HIGHLY COLORED. CASTLE IS TOO HIGH ON THE NEGATIVE  
AND WILL NEED MOVING DOWN WITH ADDITIONAL SKY ADDED. THERE IS  
SOME GRASS IN THE FOREGROUND. CASTLE IS STUDDED HERE & THERE WITH  
PIECES OF ROSE QUARTZ

SUBMIT: RET. PHOTO    B. L. & W. PROOF    HANDCOL PROOF    RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.—    CUSTOMER ☒

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



C. W. HUGHES & CO., INC.,  
MECHANICVILLE, N. Y.

NO. 5A35

ORDER NO. 51671

DATE 2-7-1935

6 M AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER

FRONT NO.

R. M.

NO

TITLE (IN FULL)

PICNIC GROUNDS,  
SARATOGA BATTLEFIELD, BENIS  
HEIGHTS, N. Y.

IMPRINT

SAME AS ABOVE

PRIVATE NO. 3-4' FROM RIGHT EDGE  
IN UPPER BORDER- 22

COLOR DESCRIPTION

TOP OF BENCHES ARE CONCRETE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

LEADLINE



22

NO. 5A36

ORDER NO. 51671

DATE 2-7-1935

C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N. Y.

5 M. AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 29

R. M. YES

TITLE (IN FULL)

MEMORIAL ENTRANCE  
BATTLEFIELD CEMETERY, BEMIS  
HEIGHTS, N. Y., SARATOGA XXXXXXXXXX  
BATTLEFIELD

IMPRINT SAME AS ABOVE

PRIVATE NO. 3-4" FROM RIGHT EDGE  
IN UPPER BORDER- XX 12  
COLOR DESCRIPTION

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. & CO. CUSTOMER

DIAL No. 5A37

ORDER NO. 51684 DATE 2-6-1935

CUSTOMER MINERAL SPRINGS HOTEL,  
SAXONBURG, PA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2 M PC SIZE 3 1/2 x 5 1/2

STYLE AMERICAN ART, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full THE CAVE - MINERAL SPRINGS HOTEL

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. Screen 133  
Transfer — Paper Process — New Process. Screen 150  
Stripping — White Border — Full Face. Screen 175  
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES  
DUPLICATES ZINC COLOR PLATES  
LINE & HALFTONE COMB. COLOR PROCESS

ZINC ETCHINGS FROM COPIES  
DUPLICATES COLOR PLATES

Size To Size Double Print Reverse Position Reverse Color Ban Day

Extra Negatives Extra Stripping Strip To Size Double Print Reverse Position Reverse Color Ban Day

SIZE WIDE HIGH, SAME SIZE  
SCREEN - 55 - 60 - 85 - 100 - 110 - 120 133 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLIO

FINISHING DEPT. OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER.

SIZE WIDE HIGH, SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK  
ELECTROTYPES EACH OF  
ON WOOD METAL.

LAMPS: TOP HALF RED, BOTTOM HALF AMBER. CEILING &  
WALLS STONE EFFECT #15 WITH DARKER DOBSX OF GRAY  
OVER SAME. BAR, STEPS, SUPPORT BEAMS, WINDOW SILLS, MAHOGANY.  
TABLES AND CHAIRS IN A COLOR THAT WILL HARMONIZE WITH THE  
REST OF THE COLORS. FLOOR MAPLE. CIRCLE ABOVE LAMP GLASS.  
NOTE THAT LAMPS ARE IN TWO SECTIONS, UPPER HALF OF THE  
GLASS IN RED AND BOTTOM HALF AMBER WITH A NICKEL  
METAL FRAME ON THE CORNERS.

4/14/35

PHOTO RETURNED TO PHOTO USED FOR



T. C. BASYE,  
SPENCER COUNTY, IND.

NO. 5A38

ORDER NO. 51700

DATE 2-8-1935

3 M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M.

YES

TITLE (IN FULL) STORE AND POST OFFICE  
AT SANTA CLAUS, IND.

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

FRAME BLDG. BRING OUT SIGN - SANTA CLAUS HEADQUARTERS AND  
'SANTA CLAUS'

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. -

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



CITY NEWS AGENCY,  
SOUTH BEND, IND.

NO. 5A39

ORDER NO. 51708

DATE 2-28-1935

12M 500 LARGE FOLDER VIEWS, AMERICAN ART, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NO R. NO

TITLE (IN FULL) LYONS AND MORRISSEY  
HALLS

IMPRINT NO

COLOR DESCRIPTION

SUBMIT: RET. PHOTO YES B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



CITY NEWS AGENCY,  
SOUTH BEND, IND.

NO. 5A40

ORDER NO. 51708

DATE 2-8-1935

12 M 500 LARGE FOLDER VIEW, AMERICAN ART, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NO R. M NO

TITLE (IN FULL) LOBBY, EDWARD M.

IMPRINT NO

MURLEY HALL, COLLEGE OF FOREIGN  
AND DOMESTIC COMMERCE

COLOR DESCRIPTION USE PHOTO NO. 2A6H507.

SUBMIT: RET. PHOTO YES B. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



22

44

G.C.MURPHY CO.,  
SHELBYVILLE, IND.,

NO. 5AM1

ORDER NO. 51739

DATE 2-11-1935

3<sup>M</sup> 500 AMERICAN ART POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER

TITLE (IN FULL)

PORTER MEMORIAL  
SWIMMING POOL, SHELBYVILLE, IND.

FRONT NO.

2

R. M

NO

IMPRINT

NONE

COLOR DESCRIPTION

BROWN & VERY LIGHT RED BRICK - GREEN ROOF. X

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET



3

A42

G.C.MURPHY CO.,  
SHELBYVILLE, IND.

NO. 5A42

ORDER NO. 51739

DATE 2-11-1935

301 500 POST CARDS AMERICAN ART, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

2

R. M.

NO

TITLE (IN FULL)

IMPRINT

NONE

MESSICK MASONIC  
TEMPLE, SHELBYVILLE, IND.

COLOR DESCRIPTION

VERY LIGHT GRAY STONE

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & Co.—

B. L. & W. PROOF  
X CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

6



443/4

2

G. C. MURPHY CO.,  
SHELBYVILLE, IND.

NO. 5A43 ✓

ORDER NO. 51739

DATE 2-11-1935

3M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL)

HIGH SCHOOL,  
SHELBYVILLE, IND.

IMPRINT  
NONE

COLOR DESCRIPTION

RED BRICK, RED ROOF.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. —

X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET



A4

3

G. C. MURPHY CO.,  
SHELBYVILLE, IND.

NO. 5A44

ORDER NO. 51739

DATE 2-11-1935

3M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL) LAURA MORRISON PARK,  
SHELBYVILLE, IND.

IMPRINT NONE

COLOR DESCRIPTION

SHELTER HOUSE GREEN. BAND STAND RED, GOLD DOME

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

7



A 52

5

G.C. MURPHY CO.,  
SHELBYVILLE, IND.

NO. 5A45 ✓

ORDER NO. 51739

DATE 2-11-1935

3 M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

2

R. M

NO

TITLE (IN FULL)

IMPRINT

NONE

JULIUS JOSEPH  
MEMORIAL FOUNTAIN, SHELBYVILLE,  
IND.

COLOR DESCRIPTION

CHURCH LIGHT GRAY & SLATE DOME, FOUNTAIN WHITE  
TALL BLDG. BROWN. OTHER BLDGS. RED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

6



CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
RETURN PHOTO  
YES  
NO

DIAL NO. 5A46

ORDER NO. 51715

DATE

2-8-1935

DEPT.

DATE COMPLETED

CUSTOMER

HILLSIDE DAIRY,  
CLEVELAND HEIGHTS, OHIO

RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

Photos for  
this Customer

12 1/2 M PC GROUP (2) SIZE 3 1/2 x 5 1/2

STYLE AMERICAN ART, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

HILLSIDE DAIRY 1932 1934  
(ETC. AS PER LAYOUT)

FRONT NO. 5

(All of this on address side)

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo Wash Drawing  
Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

Screen  
120  
133  
150  
175

COLOR DESCRIPTION

SEE LAYOUT ATTACHED.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB. COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE WIDE HIGH, SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH DEARERS  
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK  
ELECTROTYPES EACH OF  
ON WOOD METAL

SIZE WIDE HIGH, SAME SIZE

SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER.

Layout 1/2 Deep Etch  
Rel 4 1/2  
HC 1 1/2  
A-5 1/2  
C- 1/2

see color photo  
photo net 5/13/35



E. T. CAMERON, HANNIBAL, MO.  
DISTRIBUTOR

NO. 5A47

ORDER NO. 51701

DATE 2-8-1935

6M AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL)

NEW HANNIBAL HIGH  
SCHOOL, HANNIBAL, MO.

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

RED BRICK BLDG.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

DEADLINE



NO. 5A48

ORDER NO. 51725

DATE 2-11-1935

FRANK B. WILLETT,  
SPRINGFIELD, KY.

3M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

ST. CATHERINE OF  
SIENNA CONVENT, SPRINGFIELD, KY.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

2

R. M.

NO

IMPRINT

NONE

COLOR DESCRIPTION

DARK RED BLDG.

RETURN NEGATIVE

SUBMIT: RET. PHOTO

B. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



FRANK B. WILLETT,  
SPRINGFIELD, KY.

NO. 5A49 ✓

ORDER NO. 51724

DATE 2-11-1935

2M BLUESKY POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER

TITLE (IN FULL)

WASHINGTON COUNTY  
COURT HOUSE, ERECTED 1816,  
SPRINGFIELD, KY.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2

R. M. NO

IMPRINT

NONE

COLOR DESCRIPTION

BRING OUT LETTERING- ERECTED 1816

SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF      RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



S.H. KRESS & CO.,  
HOPKINSVILLE, KY.

NO. 5A50 ✓

ORDER NO. 51770

DATE 2-13-1935

3 M 500 AMERICAN ART - POSTCARDS - WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) PUBLIC LIBRARY,  
HOPKINSVILLE, KY.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO  
IMPRINT NONE

COLOR DESCRIPTION

BUFF BLDG.

SUBMIT: RET. PHOTO ☒ L. & W. PROOF ☒ HANDCOL PROOF ☐ RETURN PHOTO. ☐  
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



S. H. KRESS & CO.,  
HOPKINSVILLE, KY.

NO. 5A51 ✓

ORDER NO. 51770

DATE 2-15-1935

3 M500 AMERICAN ART - POSTCARDS - WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL) VIRGINIA STREET PARK,  
HOPKINSVILLE, KY.

IMPRINT  
NONE

COLOR DESCRIPTION

MAKE A SUMMER VIEW

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET



S. H. KRESS & CO.,  
HOPKINSVILLE, KY.

NO. 5A52

ORDER NO. 51770

DATE 2-13-1935

3 M 500 AMERICAN ART - POSTCARDS - WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL) CITY COUNTY PUBLIC

IMPRINT NONE

BLDG. AND STATE ARMORY,  
HOPKINSVILLE, KY.

100 N 1747

COLOR DESCRIPTION

RED BRICK BLDG. CLEAN UP STREET

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



S. H. KRESS & CO.,  
HOPKINSVILLE, KY.

NO. 5A53 ✓

ORDER NO. 51770

DATE 2-13-1935

3 M 500 - AMERICAN ART - POSTCARDS - WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R.M. NO

TITLE (IN FULL) HOTEL LATHAM,  
HOPKINSVILLE, KY.

IMPRINT NONE

COLOR DESCRIPTION

CREAM BRICK - RED ROOF

TAKE OUT POLES AND WIRES

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



S. H. KRESS & CO.,  
HOPKINSVILLE, KY.

NO. 5A54 ✓

ORDER NO. 51770

DATE 2-13-1935

3 M 500 AMERICAN ART - POSTCARDS - WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER

TITLE (IN FULL) MAIN STREET LOOKING  
SOUTH, HOPKINSVILLE, KY.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT NONE

COLOR DESCRIPTION

RIGHT. 1-BROWN 2-3-4 CREAM 5-RED 6 BROWN  
LEFT. 1 GRAY 2-3 LIGHT YELLOW  
BRING OUT BLDGS IN DISTANCE - MAKE A SUMMER VIEW AND CLEAN STREET

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. - X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET



S. H. KRESS & CO.,  
HOPKINSVILLE, KY.

NO. 5A55 ✓

ORDER NO. 51770

DATE 2-13-1935

3 M 500 AMERICAN ART - POSTCARDS - WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

2

R. M.

NO

TITLE (IN FULL)

WESTERN KENTUCKY STATE  
HXX HOSPITAL, HOPKINSVILLE, KY.

IMPRINT

NONE

COLOR DESCRIPTION

RED BRICK - WHITE ENTRANCE MAKE A SUMMER VIEW

*Take out some trees*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. X

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



S. H. KRESS & CO.,  
HOPKINSVILLE, KY.

NO. 5A56

ORDER NO. 51770

DATE 2-13-1935

3<sup>M</sup> 500 AMERICAN ART - POSTCARDS - WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL) POST OFFICE,  
HOPKINSVILLE, KY.

IMPRINT NONE

COLOR DESCRIPTION

WHITE STONE - GREEN ROOF SHOW & FLAG ON MBB POLE  
MAKE A SUMMER VIEW

SUBMIT: RET. PHOTO

B. I. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. X

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



2 1/2

12 1/2

W.J.HARRIS CO., INC.,  
ST.AUGUSTINE, FLA.

NO. 5A57

ORDER NO. 51786

DATE 2-12-1935

12M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M

YES

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

CIVIC CENTER - BUILDING  
AND AUDITORIUM, ST.AUGUSTINE, FLA.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

7



SANBORN SOUVENIR CO.,  
DENVER, COLO.

NO. 5A58  
ORDER NO. 51801  
DATE 2-13-1935

12M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TOP- WILD CAT POINT,  
LOOKOUT MOUNTAIN

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 125 R. M YES

IMPRINT SAME AS ABOVE

BOT- DENVER MOUNTAIN PARKS, COLORADO

PRIVATE NO. BEFORE UPPER TITLE- 304

COLOR DESCRIPTION

ROCKS LIKE ROCKS IN 108269 ATTACHED. EXTREME DISTANCE BLUE.  
SLOPES & HILLS LIKE COLORS ON 108269.

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



281  
A53

SANBORN SOUVENIR CO.,  
DENVER, COLO.

NO. 5A59

ORDER NO. 51801

DATE 2-13-1935

12M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) WEST HIGH SCHOOL FROM  
THE SUNKEN GARDENS, DENVER, COLO.  
PRIVATE NO. BEFORE TITLE- 164

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 125 R. M YES

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

COLORS SAME AS 5658-29. PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



157A 60 P. 14

**MAKEOVER**

Charge to 157A Dept.

EST. Makeover Time Required

	TIME	
<i>Shu</i> RETOUCHING	1	Time Recorded in Cost Dept.
✓ PHOTO-LITHO		157A 2
COMPOSING		Date
6 ART DEPT.	6 3/4	By <i>[Signature]</i>
ENGRAVING		

APR 27 1940



212 1/2  
45 1/2

2

SANBORN SOUVENIR CO.,  
DENVER, COLO.

NO. 5A60 ✓

ORDER NO. 51801

DATE 2-13-1935

12<sup>M</sup> 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 125 R. M. YES

TITLE (IN FULL) TOP- SURROUNDING MOUNTAINS

IMPRINT SAME AS ABOVE

REFLECTED IN GRAND LAKE (ALT. 8376 FEET)

BOT- ROCKY MOUNTAIN NATIONAL PARK,  
COLORADO

PRIVATE NO. BEFORE UPPER TITLE- 407

COLOR DESCRIPTION

COLORS AS PER COLORED PHOTO ATTACHED. DON'T LOSE CORRECT OUTLINE  
OF HILLS. DON'T GET DISTANT HILLS PURPLE OR LAVENDER.

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



21/2

21212  
152

SANBORN SOUVENIR CO.,  
DENVER, COLO.

NO. 5A61 ✓

ORDER NO. 51801

DATE 2-13-1935

12M 500 *American Art* ART SELECTION POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER

FRONT NO. 125 R. M. YES

TITLE (IN FULL)

SILVER LAKE, SNOWY  
RANGE, MEDICINE BOW NATIONAL  
FOREST, WYOMING

IMPRINT

SAME AS ABOVE

PRIVATE NO. BEFORE TITLE- 1061

COLOR DESCRIPTION

COLORS - DARK BLUE PINES, GRANITE ROCKS.

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



2 1/2

SANBORN SOUVENIR CO.,  
DENVER, COLO.

NO. 5A62 ✓

ORDER NO. 51801

DATE 2-17-1935

12M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 125 R. M. YES

TITLE (IN FULL) TOP- VILLAGE OF ESTES  
PARK, ROCKY MOUNTAIN NATIONAL  
PARK, COLORADO

IMPRINT SAME AS ABOVE

BOT- ONE OF THE MOST INTERESTING  
RESORT TOWNS IN THE WORLD.

PRIVATE NO. BEFORE UPPER TITLE - 400

COLOR DESCRIPTION

COLORS OF SK SURROUNDING COUNTRY AS ON 108255 ATTACHED.  
SEE INSTRUCTIONS FOR COLORS OF BLDGS. ON PHOTO ATTACHED.

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. -

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



2012  
A 512

2

SANBORN SOUVENIR CO.,  
DENVER, COLO.

NO. 5A63  
ORDER NO. 51801

DATE 2-13-1935

12M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) AN ARAPAHOE INDIAN  
CHIEF

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 125 R. M. YES

IMPRINT SAME AS ABOVE

BOT- & FRONTIER DAYS, CHEYENNE, WYO.

PRIVATE NO. BEFORE UPPER TITLE- 221

TAKE OFF ENTIRE LOWER TITLE AFTER 6M ARE RUN.

COLOR DESCRIPTION

*Don't retouch darks about face so that it  
looks artificial*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



SANBORN SOUVENIR CO.,  
DENVER, COLO.

NO. 5A64

ORDER NO. 51801

DATE 2-13-1935

125 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) BATTLE LAKE, NEAR  
ENCAMPMENT, MEDICINE BOW NATIONAL  
FOREST

UPPER NORTH PLATTE VALLEY, WYOMING  
PRIVATE NO. BEFORE UPPER TITLE - 1060

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 125 R. M. YES

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

HILLS ARE GRANITE ROCK (BLUE GREY WITH <sup>trace</sup> ~~WALL~~ OF COPPER)  
PINES DARK BLUE. CUT OFF AT TOP & BOTTOM FOR PROPORTION  
PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. —

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

*Over to Carter*

4



7.7.

5A64 <sup>1/2</sup>



SANBORN SOUVENIR CO.,  
DENVER, COLO.

NO. 5A65

ORDER NO. 51801

DATE 2-13-1935

12M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER CENTER - BORDER

FRONT NO. 125 R. M. YES

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

BUFFALO MEDICINE MAN  
ARRAYED FOR HIS INCANTATIONS AND  
CEREMONIES  
BOT- FRONTIER DAYS, CHEYENNE, ~~XXXXXX~~ WYO.  
PRIVATE NO. BEFORE UPPER TITLE - 1008  
TAKE OFF ENTIRE LOWER TITLE AFTER 6M ARE RUN.

COLOR DESCRIPTION

VERY DARK BROWN FUR. DON'T ATTEMPT TO TOUCH UP FEATURES AND  
MAKE IT ARTIFICIAL.

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET



5A65

8

17

101



NO. 5A66

ORDER NO. 51801

DATE 2-13-1935

SANBORN SOUVENIR CO.,  
DENVER, COLO.

12M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER. CENTER - BORDER.

FRONT NO. 125 R. M. YES

TITLE (IN FULL) A PORTION OF THE  
FALLS AT GREEN MOUNTAIN FALLS, IN  
UTE PASS, COLORADO

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE- 530

COLOR DESCRIPTION

FOR COLORS SEE TINTED PHOTO ATTACHED. USE SECTION MARKED OFF.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



SANBORN SOUVENIR CO.,  
DENVER, COLO.

NO. 5A67  
ORDER NO. 51801  
DATE 2-13-1935

12M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) THE LAKE AT GREEN  
MOUNTAIN FALLS, IN UTE PASS,  
COLORADO

PRIVATE NO. BEFORE TITLE- 596

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 125 R. M. YES

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

USE SECTION MARKED FOR PROPORTION. LITTLE PAVILION WHITE WITH DARK  
DARK ROOF. STORE ACROSS LAKE RUSTIC BROWN WITH DARK ROOF.  
BUILDINGS IN DISTANCE USUALLY RUSTIC LOG COLOR WITH DARK ROOFS.  
CLIFFS BLUE GREY GRANITE ROCK, DARK BLUE PINES.  
PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



3

HEI  
A52

EDWARD A. HESS,  
STOCKTON, CALIFORNIA

NO. 5A68 ✓  
ORDER NO. 51827  
DATE 2-18-1935

6M AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 62 R. M. YES

TITLE (IN FULL) BOT CENT- SWIMMING IN

IMPRINT SAME AS ABOVE

LAKE STRAWBERRY AT PINECREST,  
CALIFORNIA

PUT PLATE NO. ON FRONT.  
PUT IN STAMP SPACE "PLACE STAMP  
HERE"

PRIVATE NO. IN LOWER RIGHT CORNER  
27

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

VERY PARTICULAR CUSTOMER

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

9



HEP  
A5

2

EDWARD A. HESS,  
STOCKTON, CALIFORNIA

NO. 5A69 ✓

ORDER NO. 51827

DATE 2-18-1935

6 M AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 62 R. M. NO

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

TOP- EEL RIVER AT  
RICHARDSON GROVE, REDWOOD HIGHWAY,  
CALIFORNIA

PUT PLATE NO. ON FRONT

PRIVATE NO. LOWER RIGHT CORNER-  
R40

PUT IN STAMP SPACE "PLACE STAMP  
HERE"

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

VERY PARTICULAR CUSTOMER

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

8



2 1/2

XPI  
A5

NO. 5A70 ✓

ORDER NO. 51827

DATE 2-16-1935

EDWARD A. HESS,  
STOCKTON, CALIFORNIA

6<sup>M</sup> AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 62 R. M. YES

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

TOP- BATHERS AT CAMP  
SAN FRANCISCO, MATHER, CALIFORNIA  
PRIVATE NO. LOWER RIGHT CORNER-  
83

PUT PLATE NO. ON FRONT.

PUT IN STAMP SPACE "PLACE  
STAMP HERE"

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

VERY PARTICULAR CUSTOMER

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

7



EDWARD A. HESS,  
STOCKTON, CALIFORNIA

NO. 5A71

ORDER NO. 51827

DATE 2-18-1935

6 M AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER. CENTER - BORDER.

FRONT NO. 62 R. M. YES

TITLE (IN FULL) TOP-  
BUMPASS HELL IN

IMPRINT SAME AS ABOVE

LASSEN VOLCANIC NATIONAL PARK,  
CALIFORNIA

PUT PLATE NO. ON FRONT

PRIVATE NO. LOWER RIGHT CORNER-  
IX 194

PUT IN STAMP SPACE. PLACE  
STAMP HERE.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

VERY PARTICULAR CUSTOMER

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



10 1/2  
A 4 1/2

1  
2

L. A. FERGUSON,  
MAMMOTH CAVE, KY.

NO. 5A72 ✓  
ORDER NO. 51846

DATE 2-18-1935

6 M AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL)

TIGER LILY IN THE  
MAMMOTH CAVE OF KENTUCKY - NEW  
ENTRANCE

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

ENLARGE LILY AND PLACE IN CENTER OF CARD.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

12



2001  
A5

2

HARRY HERZ  
SAN DIEGO, CALIF.

NO. 5A73 ✓  
ORDER NO. 51843

DATE 2-18-1935

12M 500 AMERICAN ART FOLDER VIEWS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

ENCHANTED MESA, 430 FT.  
HIGH, (MESA ENCANTADA), SOUTH OF  
LAGUNA, NEW MEXICO

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

IMPRINT NO

COLOR DESCRIPTION

USE NEW PHOTO.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

8



~~204~~  
A-52

HARRY HERZ,  
SAN DIEGO, CALIF.

NO. 5A74 ✓

ORDER NO. 51844

DATE 2-18-1935

12<sup>M</sup> 500 AMERICAN XX ART FOLDER VIEWS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER

FRONT NO.

R. M.

TITLE (IN FULL)

THE SKY-CITY OF ACOMA,

IMPRINT

NO

NO

SOUTH OF LAGUNA, NEW MEXICO

NO

ROT, SMALL TYPE- (C) C.T. & CO.

COLOR DESCRIPTION

USE PHOTO NO. 4A-H1134.

*get Cd → from Proofs*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

DEADLINE

6



2

A4 3/4

NO. 5A75 ✓

ORDER NO. 51886

DATE 2-20-1935

MOSHER & COCHRAN,  
DODGE CITY, KANS.

3 M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. YES

TITLE (IN FULL) NO TITLE.

IMPRINT NONE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

10



A43/4

3 1/2

F.W. WOOLWORTH CO.,  
ALEXANDRIA, LA.

NO. 5A76 ✓

ORDER NO. 51967

DATE 2-22-1935

3 M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL) U.S. POST OFFICE,  
ALEXANDRIA, LA.

IMPRINT NONE

in O.B.H. 2368

COLOR DESCRIPTION

WHITE TO LIGHT GRAY STONE BLDG. ALUMINUM WINDOW & LAMP POSTS TRIM.  
GREEN LAWN & DARK GREEN HEDGES. TAKE OUT POLE & WIRES.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

3



F.W. WOOLWORTH,  
ALEXANDRIA, LA.

NO. 5A77

ORDER NO. 51967

DATE 2-22-1935

3 M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

2

R. M.

NO

TITLE (IN FULL)

ENTRANCE TO CENTRAL

IMPRINT

NONE

LOUISIANA STATE HOSPITAL,  
ALEXANDRIA, LA.

*Photo in D 645*

COLOR DESCRIPTION

ENTRANCE RED BRICK. TOP SANDSTONE. BLDG. TO LEFT WHITE, RED TILE  
ROOF. BLDGS. SHOWING IN BACKGROUND ARE RED BRICK. FLOWERS AT FOOT  
OF FLAGPOLE & HEDGES ARE OF VARIG. COLORS. PUT FLAG ON POLE. MAKE  
LETTERING ON ENTRANCE TOP- CENTRAL LOUISIANA STATE HOSPITAL -  
READABLE BY PRINTING IT IN BLACK ON GRAY STONE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. -

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



A 4 3/4

NO. 5A78

SAPIRSTEIN GREETING CARD COMPANY,  
CLEVELAND, OHIO

ORDER NO. 51932

2-20-1935

DATE

6 M AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL) Y.M.C.A. AND ELKS' CLUB,  
WARREN, OHIO

IMPRINT SAME AS ABOVE

6B#2200

COLOR DESCRIPTION

DARK RED BRICK, LIGHT STONE TRIM, BASE & CORNICE. DARK GREEN  
SASH, GRAY STEPS. DARK LAMP POSTS. BLDG. ON LEFT DARK RED, GRAY  
TRIM, GREEN LAWN & SHRUBBERY. REMOVE WIRES ACROSS SKYLINE.  
REMOVE OBSOLETE AUTOS ON RIGHT & CENTER.

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO. —

B. I. & W. PROOF  
X CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



NO. 5A79

SAPIRSTEIN GREETING CARD COMPANY,  
CLEVELAND, OHIO

ORDER NO. 51932

DATE 2-20-1935

6 M AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER

FRONT NO.

R. M

NO

TITLE (IN FULL)

MARKET STREET BRIDGE

IMPRINT

SAME AS ABOVE

AND MONUMENT PARK, WARREN, OHIO

COLOR DESCRIPTION

GRAY STONE, LIGHT GRAY LAMP POSTS, BLDG. BROWN BRICK, SMALL  
BLDG. GRAY, REMOVE SIGN FROM BLDG IN CENTER. WHITE FOUNTAIN, GREEN  
& YELLOW FIGURE. BLUE UMBRELLA, DARK FENCE. SHOW WATER SPRAYING  
FROM FOUNTAIN. BLDG. ON LEFT EDGE GRAY & DARK RED. REMOVE LETTERS  
& WHITE SIGN IN REAR CENTER. SHOW GREEN LAWN ON TERRACE ON REAR  
RIGHT EDGE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET



200 1 1/2  
A5

1 1/2

SANBORN SOUVENIR CO.,  
DENVER, COLO.

NO. 5A80  
ORDER NO. 51936  
DATE 2-20-1935

12M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 125 R. M. YES

TITLE (IN FULL) ENTERING PARK OF RED  
ROCKS FROM THE SOUTH  
BOT- DENVER MOUNTAIN PARKS, COLORADO

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE UPPER TITLE-  
305

COLOR DESCRIPTION

SEE 0A3996 ATTACHED. BE SURE ROCKS STAND OUT FROM HILLS BEHIND,  
OILED ROAD.

SUBMIT: RET. PHOTO B. L. & W. PROOF  
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER X

HANDCOL PROOF PUT CLOUDS IN SKY  
YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



SANBORN SOUVENIR CO.,  
DENVER, COLO.

NO. 5A81

ORDER NO. 51936

DATE 2-20-1935

12M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TOP- HAVING A & TOUGH  
TIME (WITH MY CORRESPONDENCE)  
BOT- RIDE 'EM COWBOY. FOR QUICK  
ACTION - CHECK SPACES THAT FIT.  
PRIVATE NO. BEFORE UPPER TITLE-  
222

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 125 .R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SEE LAYOUT ATTACHED. BACKGROUND NOT DESIRABLE, LET IT BE  
AS DIM AS POSSIBLE. TAKE OUT MAN'S FIGURE. ACCENT THE CRYING  
OF THE BOY. DARK PONY. GREY HAT

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



2

2001 1/2  
A-54

SANBORN SOUVENIR CO.,  
DENVER, COLO.

NO. 5A82 ✓

ORDER NO. 51936

DATE 2-20-1935

12<sup>M</sup> 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER

FRONT NO. 125 R. M. YES

TITLE (IN FULL)

TOP- NEW BEAR CREEK

IMPRINT

SAME AS ABOVE

CANON HIGHWAY, MORRISON TO EVERGREEN

BOT- DENVER MOUNTAIN PARKS, COLORADO

PRIVATE NO. BEFORE UPPER TITLE- 309

COLOR DESCRIPTION

USE PART OF PHOTO AS MARKED ON BACK. CLOSE ROCK CLIFFS GREY BLUE  
GRANITE, SOME TINTS OF BROWN. OILED ROAD. DISTANT HILLS GREEN TO  
BROWN. PUT MORE WATER IN CREEK SO IT COVERS CREEK BOTTOM AT LEAST.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

PUT CLOUDS IN SKY

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

7



RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 5A83

ORDER NO. 51945

DATE

2-21-1935

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER THE NEW EBENSBURG INN,  
EBENSBURG, PA.

Photos for  
this Customer

6 M FC

SIZE

3 1/2 x 5 1/2

STYLE AMERICAN ART, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full THE NEW EBENSBURG INN, EBENSBURG, PA.

ON ROUTE 219 — PHONE 9385

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination. Screen 120

Dry — Wet — Pancromatic — Color Separation. Screen 133

Transfer — Paper Process — New Process. Screen 150

Stripping — White Border — Full Face. Screen 175

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

SEE EXTRA PRINT ATTACHED.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES. ZINC COLOR PLATES

LINE & HALFTONE COMB. COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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ZINC ETCHINGS FROM COPIES

DUPLICATES. COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE. WIDE. HIGH. SAME SIZE.

SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER.

SIZE. WIDE. HIGH. SAME SIZE.

BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)

PROOFS

FLAT. GOOD. IN COLORS. SPECIAL STOCK

ELECTROTYPES EACH OF  
ON WOOD METAL.

PHOTO RETURNED TO PHOTO USED FOR



70.1 1/2  
A-6

SANBORN SOUVENIR CO.,  
DENVER, COLO.

NO. 5A84

ORDER NO. 52025

DATE 2-25-1935

12M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 125 R. M. YES

TITLE (IN FULL)

BOULDER VALLEY AND RANGE

IMPRINT

SAME AS ABOVE

FROM LAKESIDE, ON PAVED HIGHWAY TO  
BOULDER, COLORADO

PRIVATE NO. BEFORE TITLE- 728

COLOR DESCRIPTION

CUT BOTH SKY & FOREGROUND FOR PROPORTION. DO NOT BRING OUT BLDGS.  
IN NEARER PART OF PICTURE. THEY ARE INCIDENTAL TO COUNTRY SIDE.  
GET MTS. OUTLINED CORRECTLY & DISTINCTLY AGAINST SKY. DISTANT MTS.  
BLUE. NEARER HILLS BLUE TO GREEN WITH SOME BROWNS. DON'T ATTEMPT  
TO BRING OUT TOWN IN DISTANCE. REMOVE FEW FENCE POSTS AT LEFT  
& FOREGROUND. LEAVE THOSE NOT CLOSE TO LOWER EDGE OF PICTURE.  
PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



A 4<sup>3</sup>/<sub>4</sub>

2<sup>1</sup>/<sub>2</sub>

HART'S DRUG STORE,  
VERMILION, OHIO

NO. 5A85

ORDER NO. 52062

DATE 2-27-1935

3 M500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

BATHING BEACH,  
VERMILION-ON-THE-LAKE, VERMILION,  
OHIO

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

R. M. NO

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

RUSTIC BROWN LOG PORCH ON RIGHT. BLDG. ON RIGHT GRAY BASE. GRAY  
STEPS & WALK & PIER. SHOW LAKE CLEAR AND BLUE ON REAR LEFT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

6



143  
HART'S DRUG STORE,  
VERMILION, OHIO

1 1/2  
NO. 5A86 ✓

ORDER NO. 52062

DATE 2-26-1935

3M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) MISSIONARY HOME,  
BULAH BEACH, OHIO

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

DARK RED BRICK. DARK GREEN ROOF. CREAM SASH & WINDOW FRAMES.  
LIGHT GRAY PORCH COLUMNS & RAILINGS. LIGHT GRAY DORMERS ON  
ROOF. GREEN LAWN & SHRUBBERY.

SUBMIT: RET. PHOTO B. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

5  
DEADLINE



2

NO. 5A87

CHAS. RITTER CO.,  
MANSFIELD, OHIO

ORDER NO. 52072

DATE 2-27-1935

6<sup>M</sup> AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL)  
MANSFIELD GENERAL  
HOSPITAL, MANSFIELD, OHIO

IMPRINT  
SAME AS ABOVE

COLOR DESCRIPTION

DARK RED BRICK, SLATE ROOF. WHITE COLUMNS, CORNICE & SASH.  
WHITE WINDOW CASINGS ON SUN PARLOR ON LEFT. GREEN HEDGE &  
SHRUBBERY & LAWN. REAR SMALL BLDG. ON RIGHT WHITE. MAKE SMOOTH  
GREEN LAWN IN FOREGROUND.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

5



22

CHAS. RITTER CO.,  
MANSFIELD, OHIO

NO. 5A88

ORDER NO. 52072

DATE 2-27-1935

6M AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

NO

TITLE (IN FULL)

OHIO STATE REFORMATORY,  
MANSFIELD, OHIO

IMPRINT

SAME AS ABOVE.

COLOR DESCRIPTION

BLDGS. GRAY STONE, SLATE ROOF. GREEN TRIM ON ROOF. ON LEFT IN  
LAKE ORANGE COLOR FLOWER BED, LIGHT STONE BASE, RED & PINK  
FLOWERS IN ROCK GARDEN ON REAR RIGHT. SHOW PINK WATER LILIES IN  
LEFT & CENTER FOREGROUND.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. —

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

7



2167  
A5

12

ROBBINS-TILLQUIST CO.,  
SPOKANE, WASH.

NO. 5A89  
ORDER NO. 52089  
DATE 2-28-1935

12 500 AMERICAN ART-POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 76 R. M. NO

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

TOP- MT. CASHMERE  
IN THE FAMOUS WENATCHEE VALLEY,  
CASHMERE, WASH.

BOT- HOME OF APLETS, "THE CONFECTION  
OF THE FAIRIES."

SMALL TYPE- (C) 1929 LIBERTY ORCHARD CO.,  
COLOR DESCRIPTION CASHMERE, WASH.

*Wash 850*  
*850*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER ☒

*850*  
*850*

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

6



SHAFF'S DRUG STORES,  
NAPOLEON, OHIO

NO. 5A90

ORDER No. 52061

DATE 2-27-1935

6M AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT No. 1 R. M. NO

TITLE (IN FULL) HIGH SCHOOL,  
NAPOLEON, OHIO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

USE PHOTO NO. D-2837.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

*Photo in 22608*



14 3/4

THE BARR CO. 5 & 10CT. STORE,  
CELINA, OHIO.

1 1/2

NO. 5A91 ✓

ORDER NO. 52142

DATE 3-7-1935

6 M

AMERICAN ART POSTCARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NONE

TITLE (IN FULL)

BOULEVARD ALONG WEST

IMPRINT NONE

SHORE, GRAND RESERVOIR SHOWING  
WASTE WEIR, CELINA, OHIO.

COLOR DESCRIPTION

CEMENT ROAD GRAY RAILING . 1ST BLDG RED BRICK. RED ROOF  
GRAY BASE AND PIER . REAR BLDGS ON RIGHT RED AND GRAY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. X

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



5A91 *Aug*  
1/2



3 1/2

A 4 3/4

F.W. WOOLWORTH,  
LAFAYETTE, LA.

NO. 5A92  
ORDER NO. 52141

DATE 3-12-1935

3M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL) CATHEDRAL, LAFAYETTE,  
LA.

IMPRINT NONE

COLOR DESCRIPTION

SEE 56451-C FOR COLORS.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

5



A 4 1/2

F.W. WOOLWORTH,  
LAFAYETTE, LA.

NO. 5A93

ORDER NO. 52141

DATE 4-3-1935

3 M500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

SENIOR HIGH SCHOOL, LAFAYETTE, LA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2

R. M NO

IMPRINT

NONE

COLOR DESCRIPTION

*Take out People*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

8

DEADLINE



54

6

NO. 5A94 ✓

F.W. WOOLWORTH,  
LAFAYETTE, LA.

ORDER NO. 52141

DATE 3-12-1935

3<sup>M</sup> 500 AMERICAN ART POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL)

NEW GORDON HOTEL,  
LAFAYETTE, LA.

IMPRINT  
NONE

COLOR DESCRIPTION

WHITE BLDG. YELLOW BRICK TRIM. RED LINE AROUND TOP. REDDISH  
BROWN BASE. SAME COLOR WINDOW FRAME.

*Photo in 5A385*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

2



CUSTOMER  
—  
C. T. & CO.  
—  
NO  
—  
YES  
—  
RETURN PHOTO

DIAL No. 5A95

ORDER NO. 52086 DATE 3-5-1935

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER  
GEO. H. SEIBERT,  
ELM GROVE, W. VA.

3 1/2 M PC GROUP ~~XX~~ SIZE 3 1/2 x 5 1/2

STYLE AMERICAN ART, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full SEIBERT'S (ETC. AS PER LAYOUT)

TOP. SEIBERT'S RESTAURANT SINCE 1914

BOT. ROUTE 40 - ELM GROVE, W. VA.

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

~~SEE LAYOUT ATTACHED.~~

~~XXIET FRONT OF BLDG. IS INDIANA LIMESTONE, WITH  
GRANITE BASE AND THE FLOOR OF THE DINING ROOM IS  
TERAZZA AND WALLS ARE PANELED IN SILVER. CEILING  
IS CREAM COLORED, THE BASE WALNUT.~~

~~RETURN PHOTOS.~~

" PHOTO

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE WIDE HIGH. SAME SIZE

SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER.

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE WIDE HIGH. SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)

PROOFS

FLAT. GOOD IN COLORS SPECIAL STOCK

ELECTROTYPES EACH OF  
ON WOOD METAL.

PHOTO RETURNED

TO

PHOTO USED FOR



RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. & CO. CUSTOMER

DIAL NO. 5A96 ORDER NO. 52306 DATE 3-5-1935

CUSTOMER

LUFKIN FOUNDRY & MACHINE CO.,  
LUFKIN, TEXAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M PC

SIZE

3 1/2 x 5 1/2

STYLE AMERICAN ART, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full  
LUFKIN FOUNDRY & MACHINE CO., LUFKIN,  
TEXAS. MACHINERY MANUFACTURERS SINCE 1900

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

USE NEW PHOTO

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

120  
133  
150  
175

COLOR DESCRIPTION

COLOR AS PER 2052-29 ATTACHED.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB. COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE WIDE HIGH. SAME SIZE

SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER.

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE WIDE HIGH. SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK

ELECTROTYPES EACH OF  
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

Ret  
H.C.  
2 1/2  
1 1/2  
5 1/2



C. W. HUGHES & CO., INC.,  
MECHANICVILLE, N. Y.

NO. 5A97

ORDER NO. 52382

DATE 3-12-1935

6M AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) PINE GROVE HOUSE,  
PALENVILLE, N. Y.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 29 R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. 3-4'' FROM RIGHT EDGE

IN UPPER BORDER- 282

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



14 1/2

C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N. Y.

NO. 5A98

ORDER NO. 52381

DATE 3-12-1935

6M AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) DEASY FARM, GREENVILLE,  
N. Y. "GREENE COUNTY"

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 29 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

ROOF ALL RED, GREEN & WHITE TRIM ON BLDG. HOUSE WHITE. PORCH  
SQUARES GREEN, REST WHITE. AWNING YELLOW & GREEN STRIPE. FLOWER  
BEDS XXXX AT BASE OF PORCH UNDER MAPLE TREE.

ALSO SEE COLORED PHOTO ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

10

DEADLINE



3 1/2

A5

MINSKY BROS. & CO.,  
PITTSBURGH, PA.

NO. 5A99 ✓  
ORDER NO. 52388  
DATE 3-12-1935

51 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) HIGH SCHOOL, NEW  
KENSINGTON, PA.

IMPRINT SAME AS ABOVE

TAKE OFF IMPRINT AFTER 5,800  
ARE RUN.

COLOR DESCRIPTION

CREAM BRICK, GRAY STONE CORNICE & TRIM, DARK GRAY SASH, DARK OAK  
DOORS, CREAM BRICK WALL, GREEN LAWN & SHRUBBERY, REMOVE WIRES &  
LIGHT ON RIGHT.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

Photo in  
7AH2713

7



6

A42

MINSKY BROS. & CO.,  
PITTSBURGH, PA.

NO. 5A100

ORDER NO. 52388

DATE 3-12-1935

6M AMERICAN ART POST CARD, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

U.S. POST OFFICE, NEW  
KENSINGTON, PA.

TAKE OFF IMPRINT AFTER 5,000  
ARE RUN.

COLOR DESCRIPTION

LIGHT GRAY STONE. LIGHT GRAY COLUMNS GRAY ALUMINUM LAMP POSTS.  
DARK GRAY PANELS BETWEEN & BELOW WINDOWS. GREEN LAWN &  
SHRUBBERY. REMOVE POLE & WIRES. GILT LETTERS ON SIGN OVER ENTRANCE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

Photo in  
7AH2714

3



MINsky BROS. & CO.,  
PITTSBURGH, PA.

NO. 5A101

ORDER NO. 52388

DATE 3-12-1935

6 M AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M.

NO

TITLE (IN FULL) RESEARCH LABORATORIES,

IMPRINT

SAME AS ABOVE

ALUMINUM COMPANY OF AMERICA,  
NEW KENSINGTON, PA.

TAKE OFF IMPRINT AFTER  
5,700 ARE RUN.

COLOR DESCRIPTION

GRAY STONE. BRONZE CORNICE. DARK BLUE PANELS BETWEEN WINDOWS. DARK  
BLUE WINDOW FRAMES. WHITE SASH. GRAY DOORS & LAMP POSTS ON STEPS.  
GREEN LAWN & SHRUBBERY. CREAM BRICK XXXXX STACK.

SUBMIT: RET. PHOTO

B. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



PHOTO PROPERTY OF C. T. & CO.

RETURN PHOTO YES NO

CUSTOMER

DIAL NO. 5A102

ORDER NO. 52371 DATE 3-11-35

CUSTOMER ZED FRANCIS FOOD STORE & RESTAURANT,  
UNIONTOWN, PA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 500 POSTCARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

TOP-INTERIOR OF THE ZED FRANCIS FOOD  
STORE AND RESTAURANT -30 E.MAIN ST. UNIONTOWN,  
PA.  
BOT- COMPLETELY AIR-CONDITIONED

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

STYLE AMERICAN ART WHITE BORDER

(All of this on address side)

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB. COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH. SAME SIZE  
SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER.

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH. SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)

PROOFS

FLAT GOOD INCOLORS SPECIAL STOCK

ELECTROTYPES EACH OF  
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

Red 3 1/2  
200 1/2  
A 6  
C 1/2



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. ☒ 5A103 ORDER NO. 52378 DATE 3-11-35

CUSTOMER MICHAEL WERRIN,  
XAX PHILADELPHIA, PA.

6 M PC SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full  
WERRIN'S BEACHWOOD HOTEL-WILDWOOD-BY-  
THE -SEA, N.J.

RETOUCHING DEPARTMENT

☒ Submit — Sketch — Layout — ☒ Retouched Photo — Wash Drawing  
Follow Layout

CAR REMOVED AS THIS PICTURE WAS TAKEN A LONG  
TIME AGO,

COLOR DESCRIPTION

THE COLOR OF BUILDING WHITE, TOP FLOOR AND  
TRIMMINGS SUCH AS WINDOW SILLS ARE GREEN.  
HEDGE IS GREEN, AND FLOWERS ARE IN NATURAL  
COLORINGS. BACKGROUND AND STREET IN THEIR  
NATURAL COLORS.

ALSO SEE ~~XXXXXX~~ TISSUE ATTACHED

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

STYLE AMERICAN ART WHITE BORDER

FRONT NO. 5 (All of this on address side)  
R. M. ☒ Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer ☒ C. T. Imprint No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Panchromatic — Color Separation 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — ☒ Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES. ZINC COLOR PLATES

LINE & HALFTONE COMB. COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE WIDE HIGH. SAME SIZE

SCREEN - 55 - 60 - 85 100 - 110 - 120 - 133 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER.

ZINC ETCHINGS FROM COPIES

DUPLICATES. COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE WIDE HIGH. SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK

ELECTROTYPES EACH OF  
ON WOOD METAL.

PHOTO RETURNED

TO

PHOTO USED FOR

NO YES RETURN PHOTO

make red inks of. *[Signature]*

Ret 3 1/2  
CC 1 1/4  
A 4 3/4  
C 1/2



2 1/2

A 4 3/4

F. W. WOOLWORTH CO.,  
BROOKHAVEN, MISS.

NO. 5A104  
ORDER NO. 52426  
DATE 3-13-1935

3M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

2

NO

TITLE (IN FULL)

IMPRINT

XXX NONE

KING'S DAUGHTERS  
HOSPITAL SHOWING NURSES' HOME  
IN BACKGROUND, BROOKHAVEN, MISS.

COLOR DESCRIPTION

RED BRICK BLDG. CREAM TRIM. SLATE ROOF. LEAVE AMBULANCE IN  
PICTURE AND BRING OUT NAME "PERKINS" ON AMBULANCE, WHICH IS GRAY.  
DO NOT TAKE OUT MAN ON LAWN. TAKE OUT POLES & WIRES.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. -

X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

46



A4<sup>2/4</sup>

2

F.W.WOOLWORTH CO.,  
BROOKHAVEN, MISS.

NO. 5A105 ✓

ORDER NO. 52426

DATE 3-13-1935

3<sup>M</sup> 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

2

R. M.

NO

TITLE (IN FULL)

HIGH SCHOOL,  
BROOKHAVEN, MISS.

IMPRINT

NONE

COLOR DESCRIPTION

VARIGATED NO. 31 OF CHART, A LITTLE MORE RED. SEE CARD ATT'D.  
WHITE TRIM. PUT FLAG ON POLE. GREEN SHRUBBERY & LAWN.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

9



COPYRIGHTED 1935 BY  
EDWARD A. HESS, STOCKTON, CALIFORNIA

NO. 5A106

ORDER NO. 52474

DATE 3-15-1935

6<sup>M</sup>

AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M

YES

TITLE (IN FULL)

TOP- CALAVERAS GROVE

IMPRINT

SAME AS ABOVE

OF BIG TREES, CALIFORNIA

BOT- HEIGHT 19 FEET, CUT IN

1853

1913

PUT PLATE NO. ON FRONT.

PUT IN STAMP SPACE "PLACE STAMP  
HERE"

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

VERY PARTICULAR CUSTOMER.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



F.W.WOOLWORTH,  
PINE BLUFF, ARK.

NO. 5A107 ✓

ORDER NO. 52484

DATE 3-15-1935

3 1500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M

NO

TITLE (IN FULL)

SAHARA TEMPLE, PINE  
BLUFF, ARK.

IMPRINT

NONE

COLOR DESCRIPTION

BUFF STUCCO WITH GOLD LETTERS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



F.W.WOOLWORTH,  
PINE BLUFF, ARK.

NO. 5A108

ORDER NO. 52484

DATE 3-15-1935

3M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M.

NO

TITLE (IN FULL)

PUBLIC LIBRARY,  
PINE BLUFF, ARK.

IMPRINT

NONE

*in 1935*

COLOR DESCRIPTION

BUFF BRICK.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



F.W. WOOLWORTH,  
PINE BLUFF, ARK.

NO. 5A109  
ORDER NO. 52484  
DATE 3-15-1935

3,500 POST CARDS AMERICAN ART. WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL)

COUNTRY CLUB,  
PINE BLUFF, ARK.

IMPRINT

NONE

*in 75 617*

COLOR DESCRIPTION

RED BRICK BLDG.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



A4 3/4  
F.W. WOOLWORTH, PINE BLUFF, AR.

NO. 5A110

ORDER NO. 52484

DATE 3-15-1935

3M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

2

R. M.

NO

TITLE (IN FULL)

SIMMONS BANK, PINE  
BLUFF, ARK.

IMPRINT

NONE  
*in 10-10-11*

COLOR DESCRIPTION

BUFF BRICK

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. —

☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

2  
DEADLINE



1456  
1078

5H 111 N

1456-111

in ~~10-619~~

MAKEDOWN

Case: LV E Date:

By:                     

9                      ✓

                    

                    

                    

                    

207 12/11/12 - 12/21/12

6 1/2

10

DEC 1 1912

935D

Shannon



3 1/2

NO. 5A111

ORDER NO. 52484

DATE 3-15-1935

F. W. WOOLWORTH CO.,  
PINE BLUFF, ARK.

3.5 <sup>M</sup> AMERICAN ART POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL)

HOTEL PINES, PINE  
BLUFF, ARK.

IMPRINT

NONE

COLOR DESCRIPTION

LIGHT GRAY BRICK.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

3



F.W.WOOLWORTH CO.,  
PINE BLUFF, ARK.

NO. 5A112 ✓

ORDER NO.

52484  
DATE 3-15-1935

3 M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

POST OFFICE, PINE  
BLUFF, ARK.

IMPRINT

NONE

*in #2619*

COLOR DESCRIPTION

*Grey Brick*

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO.—

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



HERZ HERZ POST CARDS,  
1565 EBERS ST., SAN DIEGO, CALIFORNIA

NO. 5A-113

ORDER NO. 52095

DATE 2-28-1935

12<sup>M</sup> 500 *American Art.* ART SILENTONE POST CARDS, XXXXXBORDER FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO.

TITLE (IN FULL) "OUT WHERE THE WEST  
BEGINS"

IMPRINT SAME AS ABOVE

(POEM)

SUB TITLE- MOUNTAINS AND DESERT

PRIVATE NO. BEFORE TITLE- 112

COLOR DESCRIPTION

USE PHOTO NO. D-421. MAKE A FULL FACE CARD WITH THE PICTURE  
ON THE BOTTOM AND THE VERSE ON TOP. HAVE THE VERSE AND THE  
PICTURE BLEND INTO EACH OTHER.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. - X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

TYPE SET UP



A434

W.H. BOWRON,  
CALDWELL, OHIO

NO. 5A114 ✓

ORDER NO. 52494

DATE 3-19-1935

3M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL)

IMPRINT

NOBLE COUNTY COURT  
HOUSE, CALDWELL, OHIO

SAME AS ABOVE

COLOR DESCRIPTION

DARK RED BRICK. LIGHT GRAY STONE CORNICE, TRIM & ENTRANCE ON LEFT.  
LIGHT STONE BASE. LIGHT BUFF SASH. GREEN LAWN. SHOW SPRINGTIME  
FOLIAGE ON TREES. SHOW FLAG ON POLE ON LEFT. REMOVE AUTO ON LEFT.  
REMOVE STICKS ALONG WALKS. *Take out 3 trees in front*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

~~DEADLINE~~  
~~DEADLINE~~



CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
RETURN PHOTO  
YES  
NO

DIAL NO. 5115 ORDER NO. 52502 DATE 3-15-1935

CUSTOMER  
SUNSHINE LAUNDRY,  
ST. PETERSBURG, FLA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

3 1/2 M RP FC SIZE 3 1/2 x 5 1/2

STYLE AMERICAN ART,  
WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

SUNSHINE LAUNDRY - 621 SIXTEENTH  
STREET NORTH, ST. PETERSBURG, FLA.

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print Handcolor Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES  
DUPLICATES ZINC COLOR PLATES  
LINE & HALFTONE COMB. COLOR PROCESS  
Extra Negatives Extra Stripping Strip To Size Double Print Reverse Position Reverse Color Ben Day  
SIZE WIDE HIGH. SAME SIZE  
SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150.  
ETCHING DEPT. PAINT IN BACKGROUND SOLID  
FINISHING DEPT. OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER.  
ZINC ETCHINGS FROM COPIES  
DUPLICATES COLOR PLATES  
Extra Negatives Extra Stripping Strip To Size Double Print Reverse Position Reverse Color Ben Day  
SIZE WIDE HIGH. SAME SIZE  
BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)  
PROOFS  
FLAT GOOD IN COLORS SPECIAL STOCK  
ELECTROTYPES EACH OF  
ON WOOD METAL.

PHOTO RETURNED

TO

PHOTO USED FOR

Rel 2 1/4  
200 1 1/2  
A 4 3/4  
C 1/4



45

0

NO. 5A116

ORDER NO. 51843

DATE 3-19-1935

HARRY HERZ  
SAN DIEGO, CALIF.

121 500 LARGE FOLDER VIEWS AMERICAN ART, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M.

TITLE (IN FULL) TOP- GIANT DOME, WORLD'S  
LARGEST AND MOST BEAUTIFUL STALAGMITE,  
ESTIMATED AGE  
BOT- 60,000,000 YEARS, CARLSBAD CAVERN  
NATIONAL PARK, NEW MEXICO

COLOR DESCRIPTION

USE PHOTO NO. 3A-H1080

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

DIAL No. 5117 ORDER No. 52578 DATE 3-20-1935

CUSTOMER COURIER-JOURNAL JOB PRINTING CO.,  
LOUISVILLE, KY.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M PC

SIZE 3 1/2 x 5 1/2

STYLE AMERICAN ART WHITE BORDER

PLACE OF TITLE: Upper Lower Center Border Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full BLANCHE HOTEL, LAKE CITY, FLA.

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

IMPRINT: SAME AS ABOVE

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo Wash Drawing

Follow Layout

SMALL PHOTO IS TO BE USED AS A BASIS, BUT IT DOES NOT TAKE IN ENTIRE BLDG. REFER TO LARGE PHOTO & NOTE THAT THAT WHEREAS THERE IS APPARENTLY AN ALLEY BETWEEN THE MAIN BLDG. AND THE ADDED BLDG. (AT THE BACK) THE ENTIRE BLOCK IS COVERED BY THE HOTEL AND THE PHOTO TAKES IT ALL IN BOTH LEFT & RIGHT. THE SMALL PHOTO SHOULD BE SO ADDED TO AS TO SHOW NO ALLEY WAY ON LEFT SIDE. THE SAME STYLE CORNICE AS IS SHOWN IN MAIN BLDG. IS TO BE CONTINUED TO THE EXTREME CORNER, SO THAT WHEN THE PHOTOGRAPH IS READY TO BE REPRODUCED ON THE POST CARD IT WILL PRESENT AN UNBROKEY STYLE AND A UNIFORM DESIGN ON EACH SIDE. ALSO PUT IN STORE WINDOWS ON SIDE AS PER ROUGH SKETCH ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

Straighten Photo

Negative - Line - Halftone - Combination.

Wet - Pancromatic - Color Separation

Super Process - New Process.

Shipping - White Border - Full Face.

Blue Print - Handcolor - Black & White Proof. Titles - Red, Blue.

Screen  
120  
133  
150  
175

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

ZINC ETCHINGS FROM COPIES

DUPLICATES ZINC COLOR PLATES

DUPLICATES COLOR PLATES

LINE & HALFTONE COMB. COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH. SAME SIZE

SCREEN - 55 - 60 - 85 - 100 - 110 - 120 133 - 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER

SIZE WIDE HIGH. SAME SIZE

BLOCKING DEPT WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK

ELECTROTYPES EACH OF

ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR







20074  
A5

REED'S TRAVELERS REST,  
EVERETT, PA.

NO. 5A119

ORDER NO. 52579

DATE 4-3-1935

M

6 POST CARDS AMERICAN ART WHITE BORDER

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M

TITLE (IN FULL)

IMPRINT

2

NO

NONE

BIRDS EYE VIEW OF LINCOLN HIGHWAY  
AND JUANIATA RIVER LOOKING WEST FROM  
REED'S TRAVELERS REST. EAST OF BEDFORD, PA.

COLOR DESCRIPTION

ON LEFT BLDG DARK DULL RED ROOF, TRAVELERS REST ON RIGHT 1ST BROWN,  
2ND WHITE RED ROOF SHOW LIGHT CEMENT HIGHWAY ON RIGHT SHOW REAR MOUNTAINS  
CLEAR AND GREEN WHITE FENCE MAKE MOUNTAINS CLEAR AND GREEN IN REAR  
REMOVE SIGN BOARD ON LEFT OF ROAD IN REAR CENTER. REMOVE TREES OBSTRUCTING  
LARGE BLDG N RIG T OF ROAD ON RIGHT CENTER OPPOSITE SIGN BOARD

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



ASHEVILLE POST CARD CO.,  
ASHEVILLE, N. C.

NO. 54120 ✓

ORDER NO. 52660

DATE 3-27-1935

3 1500 POSTCARDS C.T. AMERICAN ART WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 55

R. M. NO.

TITLE (IN FULL) POST OFFICE, MURRAY, KY.

IMPRINT PUBLISHED FOR JONES DRUG  
CO., BY ASHEVILLE POST CARD CO.

PRIVATE NO. BEFORE TITLE -

10585

COLOR DESCRIPTION

BUILDING RED BRICK, LIGHT GRAY STONE TRIMMING AND GREEN  
ROOF

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

2 1/2

2



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 5A121 ORDER NO. 52632 DATE 3-26-35  
CUSTOMER IDEAL LAUNDRY & DRY CLEANERS,  
ROANOKE, VA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25<sup>M</sup> POSTCARDS SIZE 3<sup>1</sup>/<sub>2</sub> x 5<sup>1</sup>/<sub>2</sub>

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

IDEAL LAUNDRY ETC. (AS PER LAYOUT)

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo Wash Drawing  
Follow Layout

AS PER LAYOUT ATTACHED

COLOR DESCRIPTION

STYLE AMERICAN ART WHITE BORDER  
(All of this on address side)

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from \_\_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Panoramic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor — Black & White Proof. Titles—Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM \_\_\_\_\_ COPIES

DUPLICATES \_\_\_\_\_ ZINC COLOR PLATES

LINE & HALFTONE COMB. \_\_\_\_\_ COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE \_\_\_\_\_ WIDE \_\_\_\_\_ HIGH. SAME SIZE \_\_\_\_\_

SCREEN — 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER.

ZINC ETCHINGS FROM \_\_\_\_\_ COPIES

DUPLICATES \_\_\_\_\_ COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE \_\_\_\_\_ WIDE \_\_\_\_\_ HIGH. SAME SIZE \_\_\_\_\_

BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)

PROOFS

FLAT \_\_\_\_\_ GOOD \_\_\_\_\_ IN COLORS \_\_\_\_\_ SPECIAL STOCK

ELECTROTYPES EACH OF \_\_\_\_\_  
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

RETURN PHOTO YES NO

1 Reproduction 5  
2 Prints  
Ret 6 1/2  
H.C. 1 3/4  
A. 6 1/2  
C. 3 1/4



PHOTO PROPERTY OF C. T. & CO.

RETURN PHOTO  
YES  
NO

DIAL NO. 5A122

ORDER NO. 52706

DATE 7-16-1935

CUSTOMER A. WIEGAND'S SONS CO.,  
INDIANAPOLIS, IND.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2 M PC GROUP (2) SIZE 3 1/2 x 5 1/2

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full A. WIEGAND'S SONS COMPANY  
FLORISTS

(ETC. AS PER COPY)

STYLE AMERICAN ART, WHITE BORDER

(All of this on address side)

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo Wash Drawing

Follow Layout

SEE LAYOUT ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

NAME WIEGANDS ON OUTSIDE OF BLDG. IS A LIGHT GREEN  
NWON SIGN. BUILDING IS MARBLE. SMALL EVERGREEN  
TREES ARE GREEN. AWNINGS STRIPED GREEN & TAN STRIPES  
ALTERNATELY.

INTERIOR: CUSTOMER WANTS THE STARS A LIGHT TAN, NOT VERY  
PROMINENT. POTTERY IN BACKGROUND TO BE WHITE, NOT  
ASST. COLORS. THE ICE BOX SHOWN IN RIGHT SIDE OF PHOTO TO  
BE RETOUCED A TRIFLE AND SHOW MORE XXXXX FLOWERS THAN  
ARE SHOWN ON ACTUAL PHOTO. DAISYS IN FRONT WINDOW TO BE PINK, NOT  
WHITE.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE WIDE HIGH SAME SIZE

SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH BRACKETS  
CUT TO PICAS (see size)

PROOFS

FLAT - GOOD - IN COLORS - SPECIAL STOCK

ELECTROTYPES EACH OF  
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR



2001  
A5

22

DISTRIBUTED BY THE BARNER STUDIO,  
CORBIN, KY.

NO. 5A123 ✓

ORDER NO. 52704

DATE 3-27-1935

6 ~~KRM~~ AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M

TITLE (IN FULL)

DESCENDING FROM SUMMIT OF

IMPRINT

1

NO

LOFTY BLACK MOUNTAIN TO THE VIRGINIA  
VALLEYS.

SAME AS ABOVE

COLOR DESCRIPTION

MEDIUM WARM SPRINGTIME SUNSET EFFECT. TREES WITH WHITE BLOSSOMS ARE DOGWOOD AND  
SHOULD BE LEFT WHITE. OTHER COLORS OF FLOWERS MIGHT LOOK WELL IN FOREGROUND.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

**CURT TEICH & COMPANY, INC., CHICAGO**  
PHOTO TICKET

8



DISTRIBUTED BY THE BARNER STUDIO,  
CORBIN, KY.

NO. 5A124

ORDER NO. 52704

DATE 3-27-1935

6 M AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. R. M

TITLE (IN FULL)

ROAD LEADING TO TOP OF BLACK  
MOUNTAIN, HIGHEST POINT IN KENTUCKY

IMPRINT

1 no  
SAME AS ABOVE

COLOR DESCRIPTION

USE WAM COLORS WITH BUDDING TREES AND GENERAL SPRINGTIME EFFECT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



SANBORN SOUVENIR CO.,  
DENVER, COLO.

NO. 5A125

ORDER NO. 52738

DATE 3-28-1935

12 1/2" AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 125 R. M. YES

TITLE (IN FULL) PIKES PEAK FROM PIKES

IMPRINT SAME AS ABOVE

PEAK AVENUE, COLORADO SPRINGS,

COLOR

PRIVATE NO. BEFORE TITLE: 539

COLOR DESCRIPTION

THIS IS TO HAVE THE LARGER PEAK AND HILLS FROM EXTRA PRINT SET IN. CUT FOREGR UND FOR PROPORTION COL RS OF PEAK AND HILLS AS ON 116971. REMOVE CAR TRACKS AND WIRES. PEAK MUST SHOW STRONG & CLEAR AGAINST SKY AND WITH CORRECT OUTLINE. FOR COLORS ON BLOGS. SEE TISSUE AND 116971. TAKE OUT MAN IN STREET?

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

see 1 1/2  
A-6

4

10  
9



SANBORN SOUVENIR CO.,  
DENVER, COLO.

NO. 5A126

ORDER NO. 52738

DATE 3-28-1935

12 $\frac{1}{2}$ M AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) ALCOVE IN THE VALLEY  
OF DREAM, CAVE OF THE WINDS,  
MANITOU, COLO.

NO. 544  
PRIVATE ~~X~~ BEFORE TITLE: 544

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 125 R. M. YES  
IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

FOR COLORS SEE CARD ATTACHED TO ~~5A126~~ 5A127. CUT OFF TOP TO  
MAKE PROPORTION. LIGHTEN UP SHADOW ON AND BACK OF COLUMN AT  
RIGHT. PIECE OF EXT EME LEFT EDGE IS A LONG STALACTITE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

20

1 mark  
on corner

6



SANBORN SOUVENIR CO.,  
DENVER, COLO.

NO. 5A127

ORDER NO. 52738

DATE 3-28-1935

124 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

ENTERING THE VALLEY  
OF DREAMS, CAVE OF THE WINDS,  
MANITOU, COLO.  
PRIVATE NO. BEFORE TITLE: 600

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 125 R. M. YES

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

CUT A LITTLE ON RIGHT, BUT MOSTLY ON LEFT TO MAKE PROPORTION  
SEE CARDS ATTACHED FOR COL RS.

RETURN PHOTO AS SOON AS POSSIBLE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. —

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



KAUFMANN'S 5 & 10 CT STORE,  
GRAND ISLAND, NEBR.

NO. 5A128

ORDER NO. 52769

DATE 3-30-1935

6 M POSTCARDS

AMERICAN ART

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. YES

TITLE (IN FULL)

IMPRINT X NONE

ST. FRANCIS HOSPITAL, GRAND ISLAND,  
NEBR.

COLOR DESCRIPTION

FOR COLORING SEE CARD NO. A-10078

100978

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. & CO. CUSTOMER

DIAL NO. 5A129 ORDER NO. 52768 DATE 3-30-1935  
CUSTOMER CHILDREN'S HOME OF THE CROATIAN FRAT. UNION,  
DES PLAINES, ILL.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

1 M FC SIZE  $3\frac{1}{2} \times t\frac{1}{2}$

PLACE OF TITLE (Upper, Lower, Center, Border) — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full TOP: NOVA ZGRADA - 1933  
BOT: ADMINISTRATION BUILDING - 1933  
PHOTO BY ARBANAS

STYLE BLUESKY, WHITE BORDER

(All of this on address side)

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof Titles—Red, Blue.

COLOR DESCRIPTION

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES. ZINC COLOR PLATES

LINE & HALFTONE COMB. COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE. WIDE. HIGH. SAME SIZE

SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER.

ZINC ETCHINGS FROM COPIES

DUPLICATES. COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE. WIDE. HIGH. SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL FLUSH TOP FLUSH BOTTOM  
FLUSH SIDES FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)

PROOFS

FLAT. GOOD. INCOLORS. SPECIAL STOCK  
ELECTROTYPES EACH OF.  
ON WOOD METAL.



THE CENTRAL PHARMACY,  
SPRINGER,  
NEW MEXICO

NO. 5A130 ✓

ORDER NO. 52793

DATE 4-2-1935

1 M POSTCARDS BLUE SKY PHOTO FINISH WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) BROWN HOTEL, SPRINGER, N.M.  
FRONT NO. 2 R. M. NO  
IMPRINT NONE

COLOR DESCRIPTION

*Sign must show*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

5



35

THE CENTRAL PHARMACY,  
SPRINGER, N.MEXICO

NO. 5A131 ✓  
ORDER NO. 52793  
DATE 4-1-1935

<b>I M POSTCARDS BLUESKY PHOTO FINISH WHITE BORDER</b> <small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. 2	R. M NO
TITLE (IN FULL)  STATE INDUSTRIAL "REFORM" SCHOOL, SPRINGER, N.M.		IMPRINT	NONE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF      RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co.—      CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

9



W.A. KUGLER,  
SEBRING, FLA.

NO. 5A132

ORDER NO.

52792

DATE

4-1-1935

6 M.P.C. AMERICAN ART

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

I

R, M

NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

PENNA HOTEL ON LAKE JACKSON,  
SEBRING, FLA.

COLOR DESCRIPTION

COLOR OF BLDG. LOWER HALF WHITE, UPPER HALF GREEN,  
SHINGLES, RED ROOFS, ORANGE TREES BOTH SIDES OF HOTEL. APPROACH  
TO PIER WHITE. WHITE SAND BEACH LINE TAKE OUT BEACH OBSTRUCTION  
AND THE PIECE OF WHITE BLDG AND LAMP AND STANDARD ON RIGHT.  
ALL GRASS, LAWN AND FEW FLOWERS

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

6  
5



W. A. KUGLER,  
SEBRING, FLA.

NO. 5A133

ORDER NO. 52792

DATE 4-2-1935

6 M POSTCARDS AMERICAN ART

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

LAKE VIEW DRIVE AT KENILWORTH BLVD.,  
SEBRING, FLA.

COLOR DESCRIPTION

BLDG. BUFF, WHITE TRIM, RED DOME, RED ROOF, TAKE OUT BANNER  
IN LOWER AND CROSS STREET IN PICTURE - LEFT. PALM ROW GRASS IN AND  
OUT SIDE OF WALK.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

4  
9



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 5A134 ORDER NO. 52780

DATE 4-2-1935

CUSTOMER BENNETT-ADVERTISING,  
HIGH POINT, N.C.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500 POSTCARDS SIZE 3 1/2 x 5 1/2

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

THOMASVILLE CHAIR COMPANY ETC.,  
(AS PER LAYOUT)

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

STYLE AMERICAN ART WHITE BORDER

(All of this on address side)

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge, or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office.  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. Screen 133  
Transfer — Paper Process — New Process. Screen 150  
Stripping — White Border — Full Face. Screen 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE WIDE HIGH, SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK  
ELECTROTYPES EACH OF  
ON WOOD METAL

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

Layout  
Rel  
H.C.  
A-6

Photos rel 4/23/35

3



RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 5A135 ORDER NO. 52831 DATE 4-4-1935

CUSTOMER MOTHERHOUSE ANDNOVITIATE FRANCISCAN SISTERS,  
GRAND CHIPPEWA, ST. LOUIS, MO.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE AMERICAN ART WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

MOTHERHOUSE AND NOVITIATE FRANCISCAN SISTERS,  
XX  
ST. LOUIS, MO.

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

SEE CARD ENCLOSED FOR COLORING  
(RED AND GREEN)

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB. COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE WIDE HIGH. SAME SIZE

SCREEN - 55 - 60 - 85 - 100 - 110 - 120 133 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE WIDE HIGH. SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK

ELECTROTYPES EACH OF  
ON WOOD METAL

PHOTO RETURNED TO PHOTO USED FOR

Art Work  
2.50

Del 2 1/2  
200 1 1/2  
A 5/4  
6-1/2

5



ASHEVILLE POST CARD CO.,  
ASHEVILLE, N.C.

NO. 5A136

ORDER NO. 52879

DATE 4-5-1935

I M BLUE-SKY POST CARDS

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

FIRST BAPTIST CHURCH,  
CANTON, GEORGIA

WHITE BORDER

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 55 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

TAKE OUT TELEPHONE POLE AND LIMBS

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



ASHEVILLE POST CARD CO.,  
ASHEVILLE, N.C.

NO. 5A137

ORDER NO. 52879

DATE 4-5-1935

IM BLUE-SKY POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 55

R. M. NO

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

METHODIST EPISCOPAL CHURCH,  
SOUTH CANTON, GEORGIA

COLOR DESCRIPTION

REMOVE TELEPHONE POLES AND TREE LIMBS AT LEFT

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. —

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



15  
ECKDALL & MC CARTY,  
EMPORIA, KANSAS

2  
*Shirley*  
NO. 5A138

ORDER NO. 52886

DATE 4-5-1935

6 M POST CARDS AMERICAN ART WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

NEWMAN MEMORIAL HOSPITAL, EMPORIA,  
KANS.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT ECKDALL & MC CARTY,  
EMPORIA, KANS.

COLOR DESCRIPTION

BUILDING RED BRICK, WHITE TRIMMINGS

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



48  
SANBORN SOUVENIR CO.,  
DENVER, COLO.

2 1/2  
NO. # 5A139  
ORDER NO. 52917  
DATE 4-6-1935

12 M 500 AMERICAN ART POST CARDS WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT No. 125 R. M. YES

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

ALBANY COUNTY COURT HOUSE,  
LARAMIE, WYOMING

PRIVATE NO. ~~XXXX~~ BEFORE UPPER TITLE-  
990

COLOR DESCRIPTION

BLOG. IS GREY WHITE STONE WITH SLIGHT PINK OR ROSE  
GLINT IN IT. ALL TRIM IS PLAIN GREY STONE LIGHTER THAN OTHER STONE  
WINDOWS, DOOR ETC. LIGHT GREEN (PEA) STEPS CONCRETE. TAKE OUT STAKES  
AND WIRE AT FRONT OF LAWN. LETTERS OVER ARCHES OF ENTRANCE ARE  
WHITE ON GREY STONE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

3  
Corrections



15  
SANBORN SOUVENIR CO.,  
DENVER, COLO.

2  
NO. 5A140 ✓

ORDER NO. 52917

4-6-1935

DATE

12M 500 AMERICAN ART POSTCARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

THE TRANSPORTATION CENTER OF  
CHEYENNE, WYOMING  
PRIVATE NO. BEFORE UPPER TITLE-991

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 125 R. M. YES

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

BLDG. LEFT LIGHT CREAM STUCCO, RED TILE, ROOF DARK  
GREY BASE, U.P. DEPOT(CENTER) SEE 2144-30, BUS DEPOT(RIGHT) COMMON  
RED BRICK WITH GREY WHITE TRIM. WINDOWS LIGHT GREEN TRIM.  
SET SIGN OVER CORNER OF ALBANY HOTEL AS ON PHOTO

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



A4 1/2  
A.F. MARSH STATIONERY STORE,  
ST. MARYS, PA.

2  
NO. 5A141

ORDER NO. 52933

DATE 4-9-1935

6 M AMERICAN ART POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

ST. JOSEPHS CONVENT, ST. MARYS, PA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

2

R. M. NO

IMPRINT

NONE

COLOR DESCRIPTION

CREAM BRICK, LIGHT STONE TRIM AND CORNICE LIGHT GRAY  
SASH & DOORS. GRAY STONE GROTTO ON RIGHT GREEN LAWN AND SHRUBBERY  
MAKE SMOOTHE GREEN LAWN ON LEFT OF WALK. REMOVE SMALL POSTS  
ON LEFT OF WALK

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. X

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



F.W. WOOLWORTH  
DECORAH, IOWA

NO. 5A143 ✓

ORDER NO. 52961

4-11-35

DATE

3 M500 AMERICAN ART POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT

NONE

DUNNING SPRINGS, DECORAH, IOWA

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

☒ L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



F.W.WOOLWORTH CO  
DECORAH, IOWA

NO. 5A144 ✓

ORDER NO. 52961

4-11-1935

DATE

3 M500 AMERICAN ART POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

LUTH R COLLEGE GYM, DECORAH,  
IOWA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT NONE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



3 1/2

4 1/2

F. W. WOOLWORTH,  
DECORAH, IOWA

NO. 5A145 ✓  
ORDER NO. 52 961  
DATE 4-11-1935

3M 500 AMERICAN ART POST CARDS WHITE BORDER	
<small>(ALL OF THIS ON THE PICTURE SIDE)</small>	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. 2 R. M. NO
TITLE (IN FULL) COURT HOUSE, DECORAH, IOWA	IMPRINT NONE
<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>	
COLOR DESCRIPTION RED, BUFF	
SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.	
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER	
CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET	

DEADLINE

5



F.W.WOOLWORTH CO.,  
DECORAH, IOWA

NO. 5A146 ✓  
ORDER NO. 52961  
DATE 4-11-1935

3 M 500 AMERICAN ART POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

HOSPITAL, DECORAH, IOWA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT NONE

COLOR DESCRIPTION

MAIN BLDG BUFF BROWN BOTTOM, WING CORNER SECTIONS  
REDDISH BROWN, BRICK CENTER BUFF

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



A5 1/2

F. W. WOOLWORTH,  
DECORAH, IOWA

NO. 5A147 ✓

ORDER NO. 52961

DATE 4-11-1935

3<sup>M</sup> 500 AMERICAN ART POST CARDS WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

WINNESKEIK HOTEL, DECORAH, IOWA

FRONT NO. 2

R. M. NO

IMPRINT W NE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

2



F.W.WOOLWORTH,  
DECORAH, I WA

NO. 5A148 ✓

ORDER NO. 52961

DATE 4-11-1935

3 M500 AMERICAN ART POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M NO

TITLE (IN FULL)

IMPRINT NONE

WATER STREET, LOOKING EAST,  
DECORAH, IOWA

COLOR DESCRIPTION

LEFT-1ST BLDG. GREENISH WHITE, 2ND BUFF, 3RD RED, 4TH WHITE  
5TH RED, 6TH RED GREEN BAY, 7TH BROWN, BROWN BAY, 8TH WHITE, 9TH  
RED, 10TH BUFF, RIGHT 1ST BLDG BROWN, WHITE TRIM, 2ND YELLOW ORANGE,  
BOT. 3RD RED, 4TH YELLOW, BROWN BAY LAST BLDG WHITE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. - ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



2034  
A434

F. W. WOOLWORTH CO.,  
DECORAH, IOWA

32

NO. 5A150 ✓  
ORDER NO. 52961  
4-11-1935  
DATE

3M500 AMERICAN ART WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

TWIN SPRINGS TROUT REARING PONDS  
DECORAH, IOWA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & Co. —

B. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

8

DEADLINE



F.W. WOOLWORTH,  
DECORAH, IOWA

NO. 5A151 ✓

ORDER NO. 52961

DATE 4-11-1935

3M500 AMERICAN ART POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

SPRING FEEDING RACEWAYS AT WYN  
BERRY TROUT REARING PONDS,  
DECORAH

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT  
NONE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO ☒ L. & W. PROOF ☒ HANDCOL PROOF ☐ RETURN PHOTO. ☐  
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



20 1/2  
A 4 1/2

2 1/2

F.W. WOOLWORTH,  
DECORAH, IOWA

NO. 5A152 ✓  
ORDER NO. 52961  
4-11-35

DATE

3 M500 AMERICAN ART POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

VIEW OF ONEOTA ~~IN~~ GOLF COURSE, DECORAH,  
IOWA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT NONE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO ☒ L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

7



A43/4  
F. W. WOOLWORTH,  
DECORAH, IOWA

NO. ~~544~~ 5A153 ✓

ORDER NO. 52962

DATE 4-11-1935

15M500 AMERICAN ART POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

11 2

R. M.

NO

TITLE (IN FULL)

IMPRINT

NONE

BRIDGE IN CITY PARK, DECORAH, IOWA

COLOR DESCRIPTION

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO.

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

6  
DEADLINE



F. W. WOOLWORTH,  
DECORAH, IOWA

NO. 5A154  
ORDER NO. 52961  
DATE 4-11-1935

3M 500 AMERICAN ART POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL)

IMPRINT NONE

WALKWAY AND STEPS IN CITY PARK,  
DECORAH, IOWA

COLOR DESCRIPTION

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO. - X

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



NO 1/2  
142

2

F.W.WOOLWORTH CO.,  
DECORAH, IOWA

NO. 5A155

ORDER NO. 52961

DATE 4-11-35

3. 1000 AMERICAN ART POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT No. 2 R. M. NO

TITLE (IN FULL)

IMPRINT NONE

LILY POND IN CITY PARK,

DECORAH, IOWA

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

8



4 1/2

A17

46

GAY'S 5 & 10 CT. STORE,  
ALMA, MICH.

NO. 5A156

ORDER NO. 53036

DATE 4-12-35

3 1/2 x 5 M ~~1.00~~ AMERICAN ART POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M

TITLE (IN FULL)

IMPRINT

2

NO

SUPERIOR STREET, ALMA, MICH

NONE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

2



A4<sup>3</sup>/<sub>4</sub>

3

GAY'S 5 & 10 CT. STORE  
ALMA, MICH

NO. 5A157 ✓

ORDER NO. 53036

DATE 4-13-35

3/4 M-200 AMERICAN ART POST CARDS WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL)

IMPRINT  
NONE.

MACCABEE HOME, ALMA, MICH

COLOR DESCRIPTION

*use photo marked X*

RED BRICK, AND GREEN ROOF  
BRICK

XXXXXX

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

8



A43

5

GAY'S 5 & 10 CT. STORE,  
ALMA, MICH.

NO. 5A158

ORDER NO. 53036

DATE 4-13-35

3/11/35 M-50

AMERICAN ART POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

2

R. M

UPPER

NO

TITLE (IN FULL)

IMPRINT

NONE

ALMA COLLEGE, ALMA, MICH

COLOR DESCRIPTION

LIGHT YELLOW BRICK , BLACK SHINGLE ROOF - LEFT BLDG GREEN ROOF

*Take out winter door*

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO. -

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

7



A434

3 1/2

GAY'S 5 & 10 CT. STORE,  
ALMA, MICH.

NO. 5A159

ORDER NO. 53036

DATE 4-13-35

3 1/4" M-200 AMERICAN ART POST CARDS		WHITE BORDER	
<small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO.	R. M.	
TITLE (IN FULL)	IMPRINT	2	NO
XXXXXXXXXXXXXXXXXXXX	NONE		
MEMORIAL HOUSE, ALMA, MICH.			
GLENER'S MEMORIAL HOME, ALMA, MICH			
COLOR DESCRIPTION			

BUFF AND GREEN ROOF

SUBMIT: RET. PHOTO	B. L. & W. PROOF	HANDCOL PROOF	RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. <input checked="" type="checkbox"/>	CUSTOMER		
CURT TEICH & COMPANY, INC., CHICAGO			
PHOTO TICKET			

DEADLINE

6



280 3/4  
14 1/2

1 1/2

GAY'S 3 & 10 CT. STORE,  
ALMA, MICH.

NO. 5A160

ORDER NO. 53036

DATE 4-13-35

3 1/4 x 4 1/4 ~~11-200~~ AMERICAN ART POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT NONE

FLOWER GARDEN AT GLEANER'S  
MEMORIAL HOME, ALMA, MICH

COLOR DESCRIPTION

SUBMIT: RET. PHOTO ☒ P. L. & W. PROOF ☐ HANDCOL PROOF ☐ RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

12



CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
RETURN PHOTO YES NO

DIAL No. 5A161 ORDER NO. 53048 DATE 4-15-1935

CUSTOMER THE HOTEL BRADLEY,  
CHICAGO, ILL.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M FC SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE AMERICAN ART, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full THE HOTEL BRADLEY (ETC. AS PER COPY)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

USE PHOTO NO. 87204. USE ONLY PHOTO OF THE BRADLEY.  
HAVE PICTURE OF HOTEL AS LARGE AS POSSIBLE  
ON CARD, WITH COPY AT RIGHT.

COLOR DESCRIPTION

COLOR SAME AS 87204

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo

Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB. COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH SAME SIZE

SCREEN 55 - 60 - 85 - 100 - 110 120 133 - 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)

PROOFS

FLAT - GOOD - IN COLORS - SPECIAL STOCK

ELECTROTYPES EACH OF  
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

Red 2  
200 1 1/2  
A. 5  
C 1



RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 5A163 ORDER NO. 53085 DATE 5-6-1935

CUSTOMER MOTHERHOUSE & NOVITIATE FRANCISCAN SISTERS,  
ST. LOUIS, MO.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M PC SIZE 3 1/2 x 5 1/2

STYLE AMERICAN ART, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in Full XXX

XX  
XX  
ST. ANTHONY'S HOSPITAL,

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

REMOVE ALL WIRES, POLES ALSO SIGN FROM LAWN &  
THREE BOXES FROM SIDEWALK. STRAIGHTEN OUT HEDGE &  
CLEAR AWAY SOME OF THE PAPERS STREWN ALONG THE  
WALK.

COLOR DESCRIPTION

COLOR SAME AS 5A135

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Half-tone — Combination.

Dry — Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day




ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day




PHOTO RETURNED

TO

PHOTO USED FOR



2

A44

MC CANDLESS NEWS AGENCY,  
MIDLAND, MICH.

NO. 5A564 ✓

ORDER NO. 53129

DATE 4-18-1935

6<sup>M</sup> AMERICAN ART POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) COUNTRY CLUB,  
MIDLAND, MICH.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. MNO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT REICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



2

NO. 5A165

ORDER NO. 53125

DATE 4-18-1935

PRIEST & TOWNES,  
HUNTINGDON, TENN.

I M BLACK & WHITE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) POST OFFICE,  
HUNTINGDON, TENN.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT NONE

COLOR DESCRIPTION

TAKE OUT LETTERING

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

3



PRIEST & TOWNES,  
HUNTINGDON, TENN.

NO. 5A166 ✓

ORDER NO. 53125

DATE 4-18-1935

**1 M BLACK & WHITE POST CARDS, WHITE BORDER**

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL) **THOMAS PARK,  
HUNTINGDON, TENN.**

IMPRINT NONE

COLOR DESCRIPTION

**TAKE OUT LETTERING IN WHITE.**

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

**X**

**CURT TEICH & COMPANY, INC., CHICAGO**  
PHOTO TICKET

**DEADLINE**



PRIEST & TOWNES,  
HUNTINGDON, TENN.

NO. 5A167

ORDER NO. 53125

DATE 4-18-1935

1 M BLACK & WHITE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) CARROLL COUNTY COURT  
HOUSE, HUNTINGDON, TENN.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2

R. M. NO

IMPRINT NONE

COLOR DESCRIPTION

TAKE OUT LETTERING

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



22

A5

CAMPBELL NEWS STORE,  
KANS, PA.

NO. 5A168

ORDER NO. 53123

DATE 4-16-1935

3M 500 AMERICAN ART, POST CARDS, WHITE BORDER ~~RRDR~~

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

TITLE (IN FULL)

ONLY LOBO WOLVES IN  
THE WORLD, KANE, PA.

IMPRINT

2  
NONE

NO

COLOR DESCRIPTION

WOLVES LIGHT GRAY & GRAY MIXED. PUT IN WOLF AS PER  
PHOTO ATTACHED.

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & Co.—

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



3

A5

R. A. KISHPAUGH,  
FREDERICKSBURG, VA.

NO. 5A169

ORDER NO. 53010

DATE 4-18-1935

6<sup>M</sup> AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

TITLE (IN FULL)

THE JAMES MONROE LAW

IMPRINT

SAME AS ABOVE

OFFICE AND GARDEN AT  
FREDERICKSBURG, VA.

YES

COLOR DESCRIPTION

SEE COLORED PHOTO ATTACHED.

RETURN PHOTO & COLORED PHOTO.

Ret. 5/13/35

1034/134

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

YES

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

7  
8



GREEN MOUNTAIN STUDIOS,  
WHITE RIVER JUNCTION, VT.

NO. 5A170

ORDER NO. 53161

DATE 4-20-1935

12M500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TOP- THE GORGE OF THE  
OTTAUQUECHEE RIVER AT DEWEY'S  
MILLS, VT.

BOT- QUECHEE GULF ON COOLIDGE MEMORIAL HIGHWAY BETWEEN WHITE RIVER JUNCT  
AND RUTLAND

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 4 R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. AT BOTTOM OF

ON MESSAGE SPACE - SCENIC VERMONT  
SERIES NO. 21

COLOR DESCRIPTION

COLOR SAME AS 48251, WITH LESS RED BLOTCHES.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO

PHOTO PROPERTY OF C. T. & CO.

CUSTOMER ☒

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



45

WESLEY ANDREWS, INC.,  
PORTLAND, ORE.

NO. 5A171

ORDER NO. 53180

DATE 4-20-1935

12M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

TITLE (IN FULL) SEA LION CAVES, OREGON

IMPRINT

37

NO

SAME AS ABOVE

COAST HIGHWAY, OREGON

PRIVATE NO. BEFORE TITLE- 974

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

*Photo in 7A-H-43*

ALSO USED IN FOLDER

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. - ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



45

3 1/2

A17

F.W.WOOLWORTH CO., EL DORADO, ARK.		NO. 5A172 ORDER NO. 53199 DATE 4-26-1935
3M 500 AMERICAN ART POST CARDS, WHITE BORDER		
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. 2	R. M. NO
TITLE (IN FULL) WASHINGTON AVENUE, EL DORADO, ARK.	IMPRINT NONE	
COLOR DESCRIPTION		
RIGHT- 1ST BLDG. WHITE. STATUE WHITE. LEFT- 1 RED BRICK. 2 TAN. 3 MASONIC TEMPLE, WHITE. 4 9STERLING STORE- RED BRICK, RED FRONT, GOLD LETTERING. TAN AWNING 5 (B.W.REEVES) WHITE. 6 RED BRICK. WHITE TRIM. 7 TAN. 8 WHITE.		
SUBMIT: RET. PHOTO    B. L. & W. PROOF    HANDCOL PROOF    RETURN PHOTO. PHOTO PROPERTY OF C. T. & CO.— <input checked="" type="checkbox"/> CUSTOMER		
CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET		

TYPE SET UP

DEADLINE

2



CUSTOMER  
—  
C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL NO. 5A173

ORDER NO. 53246 DATE 4-23-1935

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER

DACY'S SHOE STORE,  
AUSTIN, TEXAS

6 M PG

SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE BLACK & WHITE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

DACY'S SHOE STORE, 610 CONGRESS AVE.,  
AUSTIN, TEXAS

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

STRENGTHEN NAME IN FLOOR. LIGHTEN UP BACKGROUND  
CENTER WINDOW. ALSO LIGHTEN UP GLASS DOORS AND  
TRANSOMS. BIRD FIGURE IN CENTER WINDOW REPRESENTS  
A PARROT. LIGHTEN UP DRAPES AT TOP OF WINDOWS.

SUBMIT RETOUCED PHOTO FOR O.K.  
TOP OF STORE FRONT DAN REMAIN DARK.

COLOR DESCRIPTION

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

In Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB. COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH BRASSERS  
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK

ELECTROTYPES EACH OF  
ON WOOD METAL

SIZE WIDE HIGH SAME SIZE

SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER

PHOTO RETURNED

TO

PHOTO USED FOR

Auto Wash  
3.75  
Jep



BRADLEY & BANDY,  
DALTON, GA.

NO. 5A174  
ORDER NO. 53268  
DATE 4-25-1935

3M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) POST OFFICE, DALTON,  
GA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT NONE

COLOR DESCRIPTION

*Straighten Picture*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



BRADLEY & BANDY,  
DALTON, GA.

NO. 5A175

ORDER NO. 53268

4-25-1935

DATE

3 M500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) STREET SCENE, DALTON,  
GA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2

R. M. NO

IMPRINT NONE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



BRADLEY & BANDY,  
DALTON, GA.

NO. 5A176

ORDER NO. 53268

DATE 4-25-1935

3M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL) ~~THE~~ STATUE OF GEN.

IMPRINT NONE

JOSEPH E. JOHNSTON, COMMANDER CONFEDERATE  
ARMY, DALTON, GA.

COLOR DESCRIPTION

TAKE OUT LETTERING

*Pole & Wires*

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO.—

B. L. & W. PROOF  
CUSTOMER ☒

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



7005  
1434

NO. 5A177

BRADLEY & BANDY,  
DALTON, GA.

ORDER NO. 53268

DATE 4-25-1935

3M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL) CROWN COTTON MILLS,  
DALTON, GA.

IMPRINT NONE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

6



BRADLEY & BANDY,  
DALTON, GA.

NO. 5A178 ✓

ORDER NO. 53268

DATE 4-25-1935

3M500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL) CITY PARK PRIMARY SCHOOL,  
DALTON, GA.

IMPRINT NONE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



200 1/2  
A4 3/4

2

X

J. D. JOHNSTON NEWS STAND,  
INDIANAP, PA.

NO. 5A179 ✓

ORDER NO. 53265

DATE 4-25-1935

6M AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) SCENE ON BENJAMIN  
FRANKLIN HIGHWAY NEAR INDIANA, PA.

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

CEMENT ROAD

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO. 7/6/35

PHOTO PROPERTY OF C. T. & CO. - X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



HC 1/2  
A4 3/4

2  
X

J.D. JOHNSTON NEWS STAND,  
INDIANA, PA.

NO. 5A180 ✓  
ORDER NO. 53265  
DATE 4-25-1935

6M AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SCENE ON BENJAMIN  
FRANKLIN HIGHWAY NEAR INDIANA, PA.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 1 R. M. NO  
IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

CEMENT ROAD, WHITE FENCE.

SUBMIT: RET. PHOTO B. & W. PROOF HANDCOL PROOF RETURN PHOTO. 7/6/35  
PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER  
CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

6



6

NO. 5A181 ✓

ORDER NO. 53294

DATE 4-25-1935

ALPENA GANDY & CIGAR CO.,

ALPENA, MICH.

6<sup>M</sup> AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. MNO

TITLE (IN FULL) SECOND STREET,  
ALPENA, MICH.

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.— X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

2

1

2

5 1/2

17

DEADLINE



3 1/2

280 1/2  
19 3/4

SANBORN SOUVENIR CO.,  
DENVER, COLO.

NO. 5A182

ORDER NO. 53317

DATE 4-25-1935

12M500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) REMODELED STATE  
PENITENTIARY AT CANON CITY,  
COLORADO

PRIVATE NO. BEFORE TITLE- 601

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 125 R. M. YES

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

USE PHOTO WITH TREES IN FOLIAGE FOR BACKGROUND, BUT BE SURE TO USE  
OTHER ONE FOR BUILDINGS AS IT IS THE NEW ONE. THE STONE BLDGS.  
(TOWER, ETC.) ARE A GREY STONE. STUCCO BLDGS. ARE A LIGHT ORANGE, BUT  
NOT DEEP, RATHER A CROSS BETWEEN A LEMON YELLOW & ORANGE. ROOFS ARE  
DARK. LITTLE BLDG. IN EXTREME LEFT CORNER IS DEATH HOUSE & IS  
PAINTED YELLOW.

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. -

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE  
DEADLINE

8



28C 1/2  
A4 1/2

12  
11 10

NO. 5A183

ORDER NO 53351

DATE 4-29-1935

C. W. HUGHES & CO., INC.,  
MECHANICVILLE, N. Y.

6 M AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 29 R. M. NO

TITLE (IN FULL)

LAKE LUZERNE, N. Y.

IMPRINT SAME AS ABOVE

FROM LAKE LUZERNE INN GROUNDS

PRIVATE NO. 3-4'' FROM RIGHT EDGE  
IN UPPER BORDER- 226

COLOR DESCRIPTION

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

6



2001  
A4 3/4

11/2

C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N. Y.

NO. 5A184

ORDER NO. 53351

DATE 4-29-1935

6 M AMERICAN ART POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)  
VIEW FROM EAST SHORE,  
LAKE LUZERNE, N. Y.

PRIVATE NO. 3-4'' FROM RIGHT EDGE  
IN UPPER BORDER- 227

FRONT NO.

29

R. M.

NO

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

8



2001  
A44

C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N. Y.

NO. 5A185  
ORDER NO. 53351  
DATE 4-29-1935

6 M AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 29 R. M. NO

TITLE (IN FULL)

IMPRINT

JUNCTION OF HUDSON AND

SAME AS ABOVE

SACANDAGA RIVERS, LUZERNE-HADLEY,  
N. Y.

PRIVATE NO. 3-4" FROM RIGHT EDGE

IN UPPER BORDER- 228

COLOR DESCRIPTION

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



see 3/4  
A4 1/2

1 1/2

C. W. HUGHES & CO., INC.,  
MECHANICVILLE, N. Y.

NO. 5A186

ORDER NO. 53351

DATE 4-29-1935

6 M AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 29 R. M. NO

TITLE (IN FULL)

IMPRINT

GENERAL VIEW OF HUDSON  
RIVER VALLEY, LAKE LUZERNE, N. Y.

SAME AS ABOVE

PRIVATE NO. 3-4' FROM RIGHT EDGE  
IN UPPER BORDER-223

COLOR DESCRIPTION

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. - ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

12



4 3/4  
C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N. Y.

NO. 5A187

ORDER NO. 53352

DATE 4-29-1935

6 M AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE FRONT SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 29 R. M. YES

TITLE (IN FULL)

REOPENING OF DOUBLEDAY  
FIELD, HOME OF BASEBALL, COOPERSTOWN,  
N. Y.

IMPRINT SAME AS ABOVE

PRIVATE NO. 3-4 FROM RIGHT EDGE  
IN UPPER BORDER- 40

COLOR DESCRIPTION

USE ALL OF PHOTO IF POSSIBLE. FENCES & GRANDSTAND DARK  
GREEN.

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

X  
CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

over to  
DEADLINE



2 1/2  
X

LYNN H. BOYER, PHILADELPHIA, PA.  
AND WILDWOOD, N. J.

NO. 5A188

ORDER NO. 53415

DATE 5-6-1935

6 M AMERICAN ART POST CARDS, WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

72

R. M. NO

TITLE (IN FULL) TOP- GERMAN BAPTIST HOME

IMPRINT

SAME AS ABOVE

FOR THE AGED  
BOT- 7023 RISING SUN AVENUE,  
PHILADELPHIA, PA.

COLOR DESCRIPTION

GRAY STONE BLDGS. CREAM TRIM. BOTTOM OF PORCHES GREEN. CHAPEL  
ENTRANCE AT EXTREME RIGHT GOLDEN OAK, SLATE ROOF. BLACK FENCE.  
REMOVE SHADOW OF POLE IN STREET.

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

44 1/2

8



A. B. WYCKOFF,  
STROUDSBURG, PA.

NO. 5A189

ORDER NO. 53424

DATE 5-4-1935

3 M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SWAN AT RED WOOD ON

LACKAWANNA TRAIL

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

*Private no. after title - 94*

COLOR DESCRIPTION

SWAN WHITE, RED FACE, YELLOW BILL, TOWER ON LEFT LIGHT GRAY, RED TOP, BROWN RAILING, BOAT RED & WHITE, RUSTIC STANDS IN CENTER, TOWER ON REAR RIGHT LIGHT YELLOW, AUTUMN COLOR ROOF ON STANDS. REMOVE BLUE ON SWAN & CHILDREN. PUT COLORS ON BUSH

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. - ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



200/4  
A434

A. B. WYCKOFF,  
STROUDSBURG, PA.

NO. 5A190

ORDER NO. 53424

DATE 5-6-1935

3M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) THE PICTURESQUE RED  
WOOD ON LACKAWANNA TRAIL

IMPRINT SAME AS ABOVE

Private no after title -  
95

COLOR DESCRIPTION

ENGINE BLUE & YELLOW. COLOR BALANCE SAME AS 5A189.

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO.

B. L. & W. PROOF  
CUSTOMER X

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 5A191

ORDER NO. 53442

DATE

5-3-1935

CUSTOMER

BARRET BOATS, INC.,  
MIAMI, FLA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

2 M 1C

SIZE 3 1/2 x 5 1/2

STYLE BLACK & WHITE, WHITE BORDER

PLACE OF TITLE: Upper Lower, Center Border — Follow Layout

Title in Plate Yes No

Copyright in Plate Yes No

Title in full

FRONT VIEW OF THE MIAMI OFFICE DISPLAY

ROOM "BARRET BOATS INC" 833-837 BISCAYNE  
BOULEVARD, MIAMI, FLORIDA

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

BRING OUT BLEG. AND MAKE AS STRONG A CONTRAST  
XXX AS POSSIBLE.

COLOR DESCRIPTION

FRONT NO. 5

R. M. (Yes) No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE WIDE HIGH. SAME SIZE

SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER.

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE WIDE HIGH. SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR

SOLID METAL - FLUSH TOP - FLUSH BOTTOM

FLUSH SIDES - FLUSH ALL AROUND

UNMOUNTED WITH BRASSERS

CUT TO PICAS (see size)

PROOFS

FLAT - GOOD - IN COLORS - SPECIAL STOCK

ELECTROTYPES EACH OF

ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

VERY RUSH



CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

DIAL NO. 5A192

ORDER NO. 53506

DATE 5-9-1935

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER

HOTEL CARLTON  
SAN FRANCISCO, CALIF.

Photos for  
this Customer

6 M PG

SIZE

3 1/2 x 5 1/2

STYLE

AMERICAN ART, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border Follow Layout

Title in Plate Yes No

Copyright in Plate Yes No

Title in full TOP: 1075 SUTTER STREET - SAN FRANCISCO  
CALIF.

BOT: "THE HOTEL THAT'S DIFFERENT"

FRONT NO. 5

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print Handcolor — Black & White Proof. Titles—Red, Blue.

Screen  
120  
133  
150  
175

COLOR DESCRIPTION

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

ZINC ETCHINGS FROM COPIES

DUPLICATES. ZINC COLOR PLATES

DUPLICATES. COLOR PLATES

LINE & HALFTONE COMB. COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE. WIDE. HIGH. SAME SIZE.

SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER.

SIZE. WIDE. HIGH. SAME SIZE.

BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)

PROOFS

FLAT. GOOD. IN COLORS. SPECIAL STOCK

ELECTROTYPES EACH OF  
ON WOOD METAL.

PHOTO RETURNED

TO

PHOTO USED FOR

Map 3 1/2  
Ret - 1 1/2  
H.C. - 1 1/2  
L.A. - 5 3/4  
C - 1 1/4



2

NO. 5A193  
ORDER NO. 53530  
DATE 5-10-1935

LACHICOTTE MERCANTILE CO.,  
WAVERLY MILLS, S. C.

2M C.T. BLUESKY POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL) HILLTOPS, PAWLEY'S

IMPRINT NONE

ISLAND, WAVERLY MILLS, S. C.

BOT, SMALL TYPE- PHOTO BY J. A. VAUGHAN,  
SR.

COLOR DESCRIPTION

PHOTO IN 40-201

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

8



LACHICOTTE MERCANTILE CO.,  
WAVERLY MILLS, S. C.

NO. 5A 194

ORDER NO. 53530

DATE 5-10-1935

2 <sup>M</sup> BLUESKY POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M NO

TITLE (IN FULL)

THE WRECK, PAWLEY'S  
ISLAND, WAVERLY MILLS, S. C.

IMPRINT

NONE

BOT, SMALL TYPE - PHOTO BY  
J. A. VAUGHAN, SR.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



200 3/4  
14 3/4

15  
11 1/2

C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N. Y.

NO. 5A195 ✓  
ORDER NO. 53590  
DATE 5-10-1935

6 M AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 29 R. M. NO

TITLE (IN FULL) PALMER'S MAPLE SHADE

IMPRINT SAME AS ABOVE

HOTEL, SARATOGA LAKE, N. Y.

PRIVATE NO. 3-4'' FROM RIGHT EDGE  
IN UPPER BORDER- 291

COLOR DESCRIPTION

BUILDING CREAM, BROWN TRIM. ROOF DARK, AMOST BLACK.

REMOVE UPTURNED BOATS. REMOVE LIGHT WIRES.

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

8



SANBORN SOUVENIR CO.,  
DENVER, COLO.

NO. 5A196

ORDER NO. 53587

DATE 5-10-1935

12 M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 125 R. M. YES

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

TOP- LOCH VALE, ALTITUDE  
10,250 FEET, ESTES PARK  
BOT- ROCKY MOUNTAIN NATIONAL PARK,  
COLORADO

PRIVATE NO. BEFORE UPPER TITLE- 450

COLOR DESCRIPTION

USE PHOTO NO. D-3725.

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. - X

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



NO. 5A198

H. C. HELM DRUG STORE,  
DOVER, DEL.

ORDER NO. 53630

DATE 5/22/35

6 M AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

U.S. POST OFFICE AND LEGISLATIVE  
BUILDING, STATE CAPITOL, DOVER, DEL.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. No

IMPRINT DOVER DRUGGIST, DOVER, DEL.

COLOR DESCRIPTION

BLDG. DARK RED BRICK. LIGHT STONE TRIM & CORNICE CREAM SASH & DOORS & TOWER  
& TOP RAILING ON RIGHT BLDG. WHITE SASH & TOWER ON BLDG. REAR LEFT.  
GREEN LAWN & SHRUBERY. DARK STREET PAVING. PUT FLAG ON POLE ON RIGHT.  
DARK SLATE ROOFS ON BOTH BLDGS. TAKE OUT SMALL TREE IN FRONT OF FENCE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



A44

2

F. W. WOOLWORTH CO.,  
BRYAN, TEXAS

NO. 5A199 ✓

ORDER NO. 53653

DATE 5-15-1935

3 M500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL) ADMINISTRATION BUILDING,

IMPRINT NONE

A. & M. COLLEGE, BRYAN, TEXAS

COLOR DESCRIPTION

BLDG. LT. GREY STONE. CUT OFF AT BOTTOM FOR PROPORTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

8



24

14 1/4

F.W. WOOLWORTH CO.,  
BRYAN, TEXAS

NO.

5A200

ORDER NO. 53653

DATE 5-15-1935

3M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL) ENTRANCE TO A. & M.

IMPRINT  
STONE

COLLEGE, BRYAN, TEXAS

COLOR DESCRIPTION

MEMORIAL STONE - GREY. TABLET BRONZE. BLDG. IN DISTANCE BUFF  
BRICK. TOUCH UP FLOWERS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. - X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

5



5

50201-2  
NOV 4 1949  
NOV 7 1949

5A 201

4576

NOV 9 1949

NOV 11 1949

NOV 17 1949



A4 1/2

2 1/2

F. W. WOOLWORTH CO.,  
BRYAN, TEXAS

NO. 5A201  
ORDER NO. 53653  
DATE 5-15-1935

3M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)	(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. 2 R. M. NO
TITLE (IN FULL) PETROLEUM GEOLOGY	IMPRINT NONE
BUILDING, A. & M. COLLEGE, BRYAN, TEXAS	

COLOR DESCRIPTION  
USE PORTION OF PHOTO MARKED: LT. BUFF BRICK. GREY STONE TRIM.  
TOWER GREY STONE. GREY BASE.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. CUSTOMER  
CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

3



\*

50002 - N  
NOV 4 1949

NOV 7 1949

Q 76

NOV 9 - 1949

NOV 11 1949

NOV 17 1949

RK



3

A4 1/2

F.W.WOOLWORTH CO.,  
BRYAN, TEXAS

NO. 5A202

ORDER NO. 53653

DATE 5-15-1935

3 M 500 POST CARDS C.T.AMERICAN ART. WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL) AGRICULTURAL  
ENGINEERING BUILDING, A. & M.  
COLLEGE, BRYAN, TEXAS

IMPRINT NONE

COLOR DESCRIPTION

YELLOW BRICK, GREY STONE TRIM.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

7



A4 1/2

F. W. WOOLWORTH CO.,  
BRYAN, TEXAS

NO. 5A203 ✓

ORDER NO. 53653

DATE 5-15-1935

3M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL)

ANIMAL INDUSTRIES

IMPRINT

NONE

BUILDING, A. & M. COLLEGE, BRYAN,  
TEXAS

COLOR DESCRIPTION

YELLOW BRICK, GREY STONE TRIM. FILL IN GRASS IN FOREGROUND.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

2



F.W. WOOLWORTH CO.,  
BURLINGTON, IA

NO. 5A204 ✓  
ORDER NO. 53657  
DATE 5-15-1935

3 M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SWIMMING POOL,  
BURLINGTON, IOWA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT NONE

COLOR DESCRIPTION

BUFF BLDG. RED TILE ROOF. SILVER DOMES.  
TAKE OUT LETTERING

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



2  
X

NO. 5A205

ORDER NO. 53646

DATE 5-29-1935

SHARP & FLEMING, DRUGGISTS,  
HARRINGTON, DEL.

1 M BLUESKY POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) M. E. CHURCH AND  
EDUCATIONAL BUILDING, HARRINGTON,  
DEL.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

LIGHT GRAY, WHITE SASH & WINDOW FRAMES. DARK ROOF. GRAY ROOF ON RIGHT  
COLORED WINDOWS. GRAY STEPS. BLDGS. ON LEFT LIGHT GRAY, GREEN SHUTTER  
WHITE TRIM.

REMOVE WIRES, POLE & FENCE POSTS ON RIGHT.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

7



2

SHARP & FLEMING, DRUGGISTS,  
HARRINGTON, DEL.

NO. 5A206

ORDER NO. 53646

DATE 5-29-1935

I M **BLUESKY POST CARDS, WHITE BORDER**

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) **SOUTH COMMERCE STREET,  
HARRINGTON, DEL.**

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. **1**

R. M. **NO**

IMPRINT **SAME AS ABOVE**

COLOR DESCRIPTION

**REMOVE LARGE POLES.**

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.— ☒ CUSTOMER

**CURT TEICH & COMPANY, INC., CHICAGO**  
PHOTO TICKET

**DEADLINE**

*New*



1 1/2

NO. 5A207

SHARP & FLEMING, DRUGGISTS,  
HARRINGTON, DEL.

ORDER NO. 53646

DATE 5-29-1935

IM BLUESKY POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) EAST CENTER STREET,  
HARRINGTON, DEL.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

REMOVE CABLE WIRE & LARGE POLE IN CENTER.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

4  
New



PHOTO PROPERTY OF C. T. & CO., - CUSTOMER

RETURN PHOTO YES NO

DIAL NO. 5A209 ORDER NO. 53705 DATE 5-16-1935

CUSTOMER STONE MT. MANOR PARK,  
SUMMIT STATION, PA.

2 M PG SIZE 3 1/2 x 5 1/2

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full MIRROR SWIMMING POOL, STONE MOUNTAIN  
MANOR PARK, ROUTE 83 AT SUMMIT STATION, PA.

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

COLOR DESCRIPTION

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

STYLE BLUESKY, WHITE BORDER

(All of this on address side)

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB. COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE — WIDE — HIGH. SAME SIZE —  
SCREEN - 55 - 60 - 65 - 100 - 110 - 120 - 133 - 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT  
WITH LINE WITHOUT LINE - SPECIAL BORDER

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE — WIDE — HIGH. SAME SIZE —

BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH BRASSERS  
CUT TO PICAS (see size)

PROOFS

FLAT — GOOD — IN COLORS — SPECIAL STOCK  
ELECTROTYPES EACH OF  
ON WOOD METAL.

PHOTO RETURNED

TO

PHOTO USED FOR

1.50  
EB



F. W. WOOLWORTH CO.,  
MARION, ILL.

NO. 5A210

ORDER NO. 53786

DATE 5/21/35

31 M AMERICAN ART POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

POST OFFICE, MARION, ILL.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No 2

R. MNO

IMPRINT NONE

6B638

COLOR DESCRIPTION

RED BRICK, WHITE TRIM. TAKE OUT AUTO IN FOREGROUND

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

12



A42

6

NO. 5A211

F. W. WOOLWORTH CO.,  
MARION, ILL.

ORDER NO. 53786

DATE 5/21/35

31 M

AMERICAN ART POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M NO

TITLE (IN FULL)

IMPRINT NONE

COURT HOUSE, MARION, ILL.

COLOR DESCRIPTION

RED BRICK. WHITE TRIM. DIRTY GRAY ROOF, TOWER. TAKE OUT CAR ROOFS IN  
FOREGROUND

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

7



A474

2

F.W. WOOLWORTH CO.,  
MARION, ILL.

NO. 5A212

ORDER NO. 53786

DATE 5/21/35

3 1/2 M AMERICAN ART POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

TITLE (IN FULL)

IMPRINT NONE

MARION TOWNSHIP HIGH SCHOOL

6B638

COLOR DESCRIPTION

RED BRICK. WHITE STONE. BUFF TRIM

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

4



1 1/2  
X

F. W. WOOLWORTH CO.,  
MARION, ILL.

NO. 5A213

ORDER NO. 53786

DATE 5/21/35

3 1/2 M

AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT NONE

CARNEGIE PUBLIC LIBRARY, MARION, ILL.

6B638

COLOR DESCRIPTION

BROWN BRICK. BUFF TRIM. RED ROOF

*Take out sticks*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

12



3

4 1/2

F. W. WOOLWORTH  
MARION, ILL.

NO 5A214

ORDER NO 53786

DATE 5/21/35

31 M AMERICAN ART POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

ELKS' CLUB, MARION, ILL.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2

R. M. NO

IMPRINT NONE

COLOR DESCRIPTION

RED BUILDING. WHITE TRIM. TAKE OUT 3rd. AUTOMOBILE

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & Co. —

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

5



NO. 5A215

F. W. WOOLWORTH  
MARION, ILL.

ORDER NO. 53786

DATE 5/21/35

3<sup>1</sup> M AMERICAN ART POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT NONE

PUBLIC SQUARE LOOKING SOUTH, MARION, ILL.

COLOR DESCRIPTION

RIGHT TO LEFT: FIRST BUILDING RED BRICK, SIDE DIRTY GRAY, BLUE AND WHITE  
SIGN. 2 RED, BROWN AND WHITE AWNING, WHITE TRIM, RED AND GOLD SIGN. 3 RED  
WHITE TRIM, GREEN AND WHITE AWNING. 4 TAN BRICK, WHITE TRIM, GREEN  
DECORATION. 5 WHITE. 6 RED BRICK, BOTTOM WHITE BLACK 7 RED BRICK,  
BOTTOM WHITE BLACK. 7 RED BRICK, BOTTOM TAN. TAKE OUT ASHCANS, SECOND  
ROW OF CARS, PEOPLE WALKING ACROSS STREET.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. & CO. CUSTOMER

DIAL No. 5A-216

ORDER NO. 53804

DATE MAY 21, 1935

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER PINE TREE AUTO CAMP,  
BEND, OREGON

6 M POST CARDS SIZE 3 1/2 X 5 1/2

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

PINE TREE AUTO CAMP, BEND OREGON

RETOUCHING DEPARTMENT

(Submit) Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED TO PHOTO

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED TO PHOTO

STYLE AMERICAN ART, WHITE BORDER

(All of this on address side)

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front—  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH. SAME SIZE

SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER.

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH. SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK

ELECTROTYPES EACH OF  
ON WOOD METAL.

PHOTO RETURNED TO PHOTO USED FOR



see 1  
A5

ASHEVILLE POST CARD CO.,  
ASHEVILLE, N. C.

✓ NO. 5A218

ORDER NO.

53836

DATE

5/22/35

121<sup>M</sup>

AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

55

R. M

NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

NOW FOUND GAP HIGHWAY, NEAR GATLINBURG,  
TENN. IN THE GRE T SMOKY MOUNTAIN  
NATIONAL PARK

PRIVATE NUMBER BEFORE TITLE: 770  
COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



ASHEVILLE POST CARD CO.,  
ASHEVILLE, N. C.

NO. 5A219  
ORDER NO. 53834

DATE

5/22/35

12 1/2 M AMERICAN FOLDER VIEWS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT No.

R. M

TITLE (IN FULL)

IMPRINT NONE

THE CHIMNEY TOPS

COLOR DESCRIPTION

USE PHOTO NUMBER 4A-H966

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



5A220

$\frac{1}{2}$

6063412

JAN 12 1946

8

1/16



F.W. WOOLWORTH CO.,  
MURPHYSBORO, ILL.

NO. 5A220

ORDER NO. 53831

DATE 5/22/35

3<sup>1</sup>/<sub>2</sub> M AMERICAN ART POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

MURPHYSBORO TOWNSHIP HIGH SCHOOL,  
MURPHYSBORO, ILL.

FRONT NO. 2

R. M. NO

IMPRINT NONE

COLOR DESCRIPTION

YELLOW BRICK, BUFF TRIM

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO. - X

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



F. W. WOOLWORTH CO.,  
MURPHYSBORO, ILL.

NO. 5A221

ORDER NO. 53831

DATE 5/22/35

31 M AMERICAN ART POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT

NONE

MURPHYSBORO POST OFFICE,  
MURPHYSBORO, ILL.

COLOR DESCRIPTION

YELLOW BIRCK, WHITE TRIM. TAKE OUT AUTO AND ALL PEOPLE. TAKE OUT WIRES

*J. Polles*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

2



NO 5A222

ORDER NO. 53831

DATE 5/22/35

F. W. WOOLWORTH CO.,

MURPHYSBORO, ILL.

M

34 AMERICAN ART POST CARDS, WHITE BORDER

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

WALNUT STREET LOOKING EAST,

MURPHYSBORO, ILL.

FRONT NO. 2

IMPRINT NONE

R. M NO

COLOR DESCRIPTION

LEFT: 1st. BLDG., YELLOW, WHITE TRIM. STORE WINDOW BLACK, GREEN AWNING. SECOND: YELLOW, WHITE TRIM, AWNING RED, YELLOW AND GREEN. THIRD: BROWN BRICK, WHITE TRIM. RED STORE WINDOWS, AWNINGS GREEN AND WHITE. FOURTH: RED BRICK, BROWN AND WHITE. AWNINGS, WHITE TRIM. FIFTH: SIDE RED BRICK FRONT WHITE. SIXTH: RED AND WHITE TRIM. 7, GRAY GREEN WINDOWS. 8 RED. 9 RED. TAKE OUT OLD CARS. PEOPLE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

DEADLINE



A4

F. W. WOLWORTH CO.,  
MURPHYSBORO, ILL.

NO. 5A223  
ORDER NO. 53831  
DATE 5/22/35

M	
3 1/2 AMERICAN ART POST CARDS, WHITE BORDER	
(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. 2
TITLE (IN FULL)	R. M. NO
SCENE IN RIVERSIDE PARK, MURPHYSBORO, ILL.	IMPRINT NONE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. - CUSTOMER  
CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

12



F. W. WOOLWORTH CO.,  
MURPHYSBORO, ILL.

NO5A224

ORDER NO. ~~ELKXKXKXKXKXKXKXKXKX~~  
53831

DATE 5/22/35

3 1/2 M AMERICAN ART POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL)

ELKS' CLUB, MURPHYSBORO, ILL.

FRONT NO. 2

R. M. NO

IMPRINT NONE

COLOR DESCRIPTION

RED BRICK. WHITE TRIM. TAKE OUT AUTOS AND PEOPLE

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



A3 1/2

F. W. WOOLWORTH CO.,  
MURPHYSBORO, ILL.

NO. 5A225  
ORDER NO. 53831

DATE

3 1/2 M AMERICAN ART POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

2  
IMPRINT NONE

R. M. NO

TITLE (IN FULL)

JACKSON C UNTY COURT HOUSE,  
MURPHYSBORO, ILL.

COLOR DESCRIPTION

WHITE STONE. GREEN ROOF. TAKE UT CARS AND PEOPLE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

2



F. E. ETTER,  
FAYETTEVILLE, PA.

NO. 5A226 ✓  
ORDER NO. 53845

DATE 5/23/35

<input checked="" type="checkbox"/> M <b>BLUESKY POST CARDS, WHITE BORDER</b> <small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. 2	R. M. YES
TITLE (IN FULL)  IMPOUNDING DAM, CHAMBERSBURG WATER SUPPLY, CALENDONA STATE FOREST PARK, FAYETTEVILLE, PA.		IMPRINT NONE	

COLOR DESCRIPTION

GREEN FOLIAGE. MAKE WATER BLUE

SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF      RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



F. E. ETTER,  
FAYETTEVILLE, PA.

NO. 5A227

ORDER NO. 53845

DATE 5/23/35

1K  
500 M

BLUESKY POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. Yes

TITLE (IN FULL)

IMPRINT NONE

NUMBER THIRTEEN ON THE GOLF C URSE  
AT CALEDONIA STATE FOREST PARK,  
FAYETTEVILLE, PA.

COLOR DESCRIPTION

TAN SAND TEES. GREEN FAIRWAY. DARK GREEN SCENERY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



2 1/2  
X

VERNAL DRUG COMPANY, VERNAL, UTAH		NO. 5A228
		ORDER NO. 53846
		DATE 5/22/35
M		
2 XXXXX BLACK & WHITE POST CARDS, WHITE BORDER (THIS ON THE ADDRESS SIDE)		
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. 2	R. M. NO
TITLE (IN FULL)	IMPRINT	NONE
SPLIT MOUNTAIN IN DINOSAUR NATIONAL MONUMENT, N AR VERNAL, UTAH		
COLOR DESCRIPTION		
SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.		
PHOTO PROPERTY OF C. T. & CO. CUSTOMER		
CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET		

DEADLINE

8



VERNAL DRUG COM ANY, VERNAL, UTAH		NO. 5A229
		ORDER NO. 53846
		DATE 5/22/35
M		
2 <del>ALL INFORMATION ON THE ADDRESS SIDE</del> POST CARDS, WHITE BORDER (ALL OF THIS ON THE ADDRESS SIDE)		
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO.	R. M.
TITLE (IN FULL)	IMPRINT 2	NO
	NONE	
REE CANYON GREEN RIVER VERNAL MANILLA HIGHWAY, VERNAL, UTAH		
COLOR DESCRIPTION		
SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.		
PHOTO PROPERTY OF C. T. & Co.— CUSTOMER		
CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET		

DEADLINE



CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

DIAL NO. 5A230

ORDER NO. 53869

DATE May 23, 1935

CUSTOMER GERBERICH-PAYNE SHOE CO.,  
MOUNT JOY, PA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE 3 1/2 X 5 1/2

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FACTORY OF GERBERICH-PAYNE SHOE CO.,  
MOUNT JOY, PA.

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED

STYLE AMERICAN ART, WHITE BORDER

(All of this on address side)

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. Screen 133  
Transfer — Paper Process — New Process. Screen 150  
Stripping — White Border — Full Face. Screen 175  
Blue Print Handcolor Black & White Proof. Titles—Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB. COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE WIDE HIGH SAME SIZE

SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK

ELECTROTYPES EACH OF  
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

3



PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

RETURN PHOTO YES NO

DIAL NO. 5A231

ORDER NO. 53864

DATE 5/23/35

CUSTOMER HENRIETTA APARTMENTS,  
MIAMI, FLORIDA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 MPOST CARDS SIZE 3 1/2 X 5 1/2

STYLE AMERICAN ART, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

TOP: THE HENRIETTA APARTMENTS-967 S.W. FIFTH  
STREET, MIAMI, ~~XXXXXX~~FLORIDA  
BOT: STEND THE WINTER IN THE WORLD'S PLAYGROUND  
AT THE HENRIETTA

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Panormatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCT ONS ATTACHED

HALFTONES FROM COPIES  
DUPLICATES ZINC COLOR PLATES  
LINE & HALFTONE COMB. COLOR PROCESS  
Extra  
Negatives  
Extra  
Stripping  
Strip  
To Size  
Double  
Print  
Reverse  
Position  
Reverse  
Color  
Ben Day

ZINC ETCHINGS FROM COPIES  
DUPLICATES COLOR PLATES  
Extra  
Negatives  
Extra  
Stripping  
Strip  
To Size  
Double  
Print  
Reverse  
Position  
Reverse  
Color  
Ben Day

SIZE WIDE HIGH SAME SIZE  
SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER.

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)

PROOFS

FLAT - GOOD - IN COLORS - SPECIAL STOCK  
ELECTROTYPES EACH OF  
ON WOOD METAL.

PHOTO RETURNED

TO

PHOTO USED FOR

550

F

5



45 1/2  
KEITH'S DRUG STORE,  
SHERMAN, TEXAS

6  
NO 5A232

ORDER NO 53887

DATE 5/23/35

13 1/2 M AMERICAN ART POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

FRONT NO. 2

R. M NO

IMPRINT NONE

TRAVIS STREET, LOOKING NORTH,  
SHERMAN, TEXAS

COLOR DESCRIPTION

COLORS AS CARD ATTACHED

TOUCH OUT SCAFFOLD ON BLDG. AT LEFT (SEE CARD) CUT OFF AT BOTTOM FOR  
PROPORTION.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

3  
DEADLINE



14 3/4  
MOSHER & COCHRAN DRUG CO.,  
DODGE CITY, KANSAS

NO. 5A233

ORDER NO. 53919

DATE 5/25/35

6<sup>M</sup> AMERICAN ART POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

MUNICIPAL BAND SHELL, CITY PARK,  
DODGE CITY, KANSAS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT NONE

COLOR DESCRIPTION

STONE WORK LIGHT AND DARK BUFF STONE. PUT LIGHT DIFFERENT  
RAINBOW COLOR IN EACH OF THE FOUR ARCHES.  
TAKE OUT LETTERING

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



3

2801  
A5

S. & S. VARIETY STORE  
LAS VEGAS, NEVADA

NO 5A234

ORDER NO. 53921

DATE 5/27/35

~~6~~ M AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT

NONE

PLAYING A GAME OF CHANCE, LAS VEGAS,  
NEVADA

COLOR DESCRIPTION

SEE TISSUE ATTACHED

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

~~X~~  
CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

6  
New



S. & S. VARIETY STORE  
LAS VEGAS, NEVADA

NO. 5A235  
ORDER NO. 53922

DATE 5/27/55

12 1/2 M AMERICAN ART POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M

TITLE (IN FULL)

IMPRINT

NO

NONE

UPSTREAM SIDE OF BOULDER DAM FROM  
BOULDER DAM LAKE

COLOR DESCRIPTION

SEE TISSUE ATTACHED

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



2

A44

S. & S. VARIETY STORE  
LAS VEGAS, NEVADA

NO. 5A236  
ORDER NO. 53922

DATE 5/27/35

M 12 1/2 AMERICAN ART POST CARDS, WHITE BORDER <small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. 2	R. M. NO
TITLE (IN FULL)  DOWNSTREAM FACE OF DAM SHOWING POWER HOUSES UNDER CONSTRUCTIONS, BOULDER DAM BOT., SMALL TYPE ---OAKES PHOTO		IMPRINT  NONE	
COLOR DESCRIPTION			

SUBMIT: RET. PHOTO    B. L. & W. PROOF    HANDCOL PROOF    RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER  
CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

13



A4 1/4

26

S. & S. VARIETY STORE  
LAS VEGAS, NEVADA

NO. 5A237  
ORDER NO. 53922

DATE 5/27/35

121 M AMERICAN ART POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT

NONE

THE NEARLY COMPLETED DAM AND POWER  
HOUSES AT NIGHT, BOULDER DAM  
BOT, SMALL TYPE ---OAKES PHOTO

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.--- CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



S. & S. VARIETY STORE  
LAS VEGAS, NEVADA

NO. 5A238

ORDER NO. 53922

DATE 5/27/35

12<sup>3</sup> M AMERICAN ART POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

BOULDER DAM FROM LOOKOUT POINT,  
SHOWING POWER HOUSE FOUNDATIONS

FRONT NO.

IMPRINT

2

NONE

R. M.

NO

(ALL OF THIS ON THE ADDRESS SIDE)

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



2 1/2  
X

A5

S. & S. VARIETY STORE		NO. 5A239	
LAS VEGAS, NEVADA		ORDER NO. 53922	
		DATE 5/27/35	
M		(ALL OF THIS ON THE ADDRESS SIDE)	
12 1/2 AMERICAN ART POST CARDS, WHITE BORDER			
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. 2	R. M. NO
TITLE (IN FULL)		IMPRINT	NONE
OVERLOOKING LOOKOUT POINT, SHOWING BOULDER DAM NEARING BOT., <del>COMPLETION</del> SMALL TYPE ----OAKES PHOTO			
COLOR DESCRIPTION			
XXXXX SEE INSTRUCTIONS ATTACHED			
SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF      RETURN PHOTO.			
PHOTO PROPERTY OF C. T. & Co.—      CUSTOMER      X			
CURT TEICH & COMPANY, INC., CHICAGO			
PHOTO TICKET			

7



22  
X

A 43/4

S. & S. VARIETY STORE  
LAS VEGAS, NEVADA

NO. 5A240  
ORDER NO. 53922

DATE 5/27/35

M 121 <del>AMERICAN ART POST CARDS, WHITE BORDER</del> <small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. 2	R. M. NO
TITLE (IN FULL)  BOULDER DAM, SHOWING CONCRETE MIXERS, COLORADO RIVER PROJECT		IMPRINT	NONE
COLOR DESCRIPTION			

SEE TISSUE ATTACHED

SUBMIT: RET. PHOTO	B. L. & W. PROOF	HANDCOL PROOF	RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. —	X CUSTOMER		
CURT TEICH & COMPANY, INC., CHICAGO			
PHOTO TICKET			



RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

DIAL No. 5A241 ORDER NO. 53947 DATE 5/25/35

CUSTOMER CANOE PLACE INN,  
PORT ALLEGANY, PA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE  $3\frac{1}{2}$  X  $5\frac{1}{2}$   
PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full CANOE PLACE INN, PORT  
ALLEGANY, PA.

STYLE AMERICAN ART, WHITE  
(All of this on address side) BORDER  
FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout REMOVE FENCE, BOYS & BICYCLE  
& WIRES WORK IN HEDGE, ROCK GARDEN &  
FLOWERS AND TWO UMBRELLAS--COLORED  
AND AWNINGS--COLOR BUFF AND GREEN STRIPED

PHOTO LITHO  
Rephoto  
NEG. NO.  
Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION  
ROCKS DARK GRAY, SOME BROWNISH, GREEN  
GRASS FERNS & LEAVES, TINTED FLOWERS  
ALL COLORS. LET THE SPOTS OF COLOR BE  
TINTS RATHER THAN SOLIDS

ENGRAVING DEPARTMENT  
HALFTONES FROM COPIES  
DUPLICATES ZINC COLOR PLATES  
LINE & HALFTONE COMB COLOR PROCESS  
Extra Negatives Extra Stripping Strip To Size Double Print Reverse Position Reverse Color Ben Day  
ZINC ETCHINGS FROM COPIES  
DUPLICATES COLOR PLATES  
Extra Negatives Extra Stripping Strip To Size Double Print Reverse Position Reverse Color Ben Day  
SIZE WIDE HIGH SAME SIZE  
BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES FLUSH ALL AROUND  
UNMOUNTED WITH BRACKETS  
CUT TO PICAS (see size)  
PROOFS  
FLAT - GOOD - IN COLORS - SPECIAL STOCK  
ELECTROTYPES EACH OF  
ON WOOD METAL

PHOTO RETURNED TO PHOTO USED FOR

2 1/2 use photo #801  
1 1/2  
5  
6 1/2



J. P. BELL CO., INC.,

LYNCHBURG, VA.

NO. 5A242

ORDER NO. 53981

DATE 5/28/35

M  
12 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

THE ROTUNDA, UNIVERSITY OF VIRGINIA,  
CHARLOTTESVILLE, VA.

FRONT NO. 1

V.R. M. NO

IMPRINT J. P. BELL CO., INC., LYNCHBURG,  
VA.

COLOR DESCRIPTION

DARK RED BRICK. WHITE COLUMNS AND CORNICE. GREEN ROOF ON DOME. WHITE  
GABLE AND COLUMNS ON XXXX LEFT. GRAY STEPS. GREEN LAWN AND SHRUBBERY AND  
VINES.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. - X

CUSTOMER

CURT/TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



A4 1/4

3 1/2  
X

J. P. BELL CO., INC.,  
LYNCHBURG, VA.

NO. 5A243

ORDER NO. 53981

DATE 5/28/5

12 1/2 M AMERICAN ART POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

UNIVERSITY HOSPITAL, UNIVERSITY OF  
VIRGINIA, CHARLOTTESVILLE, VA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

1

R. M.

NO

IMPRINT

J. P. BELL CO., INC., LYNCHBURG, VA.

COLOR DESCRIPTION

DARK RED BRICK, WHITE COLUMNS AND CORNICE AND SASH. COPPER ROOF. GRAY  
STEPS. DARK RED BRICK COLUMNS ON RIGHT. GREEN LAWN AND SHRUBBERY AND  
HEDGE. REMOVE SPOTS ON LAWN. REMOVE POLE ON RIGHT CORNER FOREGROUND

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

X  
CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

7



44<sup>3</sup>/<sub>4</sub>

2

J. P. BELL CO., INC.,  
LYNCHBURG, VA.

NO. 5A244

ORDER NO. 3981

DATE 5/28/35

M AMERICAN ART POST CARDS, WHITE BORDER <small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. 1	R. M. NO
TITLE (IN FULL) WOMEN'S		IMPRINT	
RANDOLPH - MACON/COLLEGE		J. P. BELL CO., INC., LYNCHBURG, VA.	
LYNCHBURGH, VA.			

COLOR DESCRIPTION

DARK DULL RED BRICK. WHITE CORNICE AND TOWERS. WHITE SASH AND WINDOW  
PANES. SLATE ROOFS. DARK DRIVE. SHOW SPRINGTIME FOLIAGE ON TREES. GREEN  
LAWN.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. CUSTOMER  
CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

8



WATSON'S DEPT. STORE,  
HOT SPRINGS, VA.

✓ NO. 5A245

ORDER No. 54019

6-6-35

DATE

3M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) FALLING SPRINGS  
VALLEY NEAR HOT SPRINGS, VA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SHOW REAR MTS. CLEAR AND GREEN, AVOID YELLOW COLOR

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

12



8

201 1/2  
A6

ROBBINS-TILLQUIST CO.,  
SPOKANE, WASH.

NO. 5A246

ORDER NO. 54046

DATE 6-3-1935

6 M AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 76

R. M. NO

TITLE (IN FULL) YAKIMA, WASH. FROM THE  
AIR, LOOKING SOUTHWEST WITH CASCADE  
RANGE AND MOUNT ADAMS IN THE  
BACKGROUND

IMPRINT SAME AS ABOVE

PUT PLATE NO. ON FRONT

COLOR DESCRIPTION

UNCOMPLETED BLDG. IN LEFT FOREGROUND CEMENT. LARGE WHITE BLDG.  
RIGHT FOREGROUND WHITE. LARGE BLDG. IN CENTER BUFF BROWN.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

7



260 1/2  
15

SANBORN SOUVENIR CO.,  
DENVER, COLO.

✓ NO. 5A247

ORDER NO. 54042

DATE 6/1/35

12 1/2 M AMERICAN ART POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 125

R. M. YES

TITLE (IN FULL)

IMPRINT

SUNSET OVER SLEEPING UTE, CORTEZ, COLO.

SAME AS ABOVE

BOT: IN THE SAN JUAN BASIN

PRIVATE NO. BEFORE UPPER TITLE: 1572

COLOR DESCRIPTION

GET OUTLINE OF MOUNTAIN EXACTLY AS IS. DARK BLUE PINES ETC.

USE THIS PRINT AND SET IN STRONGER SILHOUETTE OF PEAK AND SUNSET. DON'T  
ATTEMPT TO GET DETAIL ON PEAK, MAKE IT STRONG OUTLINE AND GET SUNSET EFFECT,  
BUT DON'T PUT IN AN ARTIFICIAL ONE. NO FLOWERS, LAKES OR FUNNY STUFF.

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF ☒

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER ☒

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

6

DEADLINE



2C 1 1/2  
A 5 1/2

4

SANBORN SOUVENIR CO.,  
DENVER, COLO.

✓ NO. 57248  
~~54248~~  
ORDER NO. 54042

DATE 6/1/35

12 1/2 M AMERICAN ART, POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 15 R. M. YES

TITLE (IN FULL)

IMPRINT

THE NEW WOMEN'S DORMITORY, UNIVERSITY OF  
COLORADO AT BOULDER

SAME AS ABOVE

PRIVATE NUMBER BEFORE UPPER TITLE: 709

COLOR DESCRIPTION

STONE LIKE 5638-29 ATTACHED ONLY A LITTLE BIT PINKER AND  
BRIGHTER. ROOF MOTTLED REDDISH TILE. TRIMMINGS WHITE STONE, ALMOST PLASTER  
WHITE. FILL OUT TREES AND HAVE THEM A DARK GREEN ALSO STRENGTHEN LAWNS. CARS  
ARE BLACK. DON'T RETOUCH ANYTHING ANYMORE THAN NECESSARY OR PUT IN ANYTHING  
EXTRA. CUT OFF SKY FOR PROPORTION. TRIM PICTURE SO BUILDING SETS STRAIGHT  
PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF X RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

7



57 248 Out?

RECEIVED  
JAN 10 1880  
U.S. DEPT. OF AGRICULTURE  
WASHINGTON



HE 12  
452

SANBORN SOUVENIR CO.,  
DENVER, COLO.

✓ NO. 5A249  
ORDER NO. 54042  
DATE 6/1/35

12½ M AMERICAN ART, POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 125 R. M YES

TITLE (IN FULL)

IMPRINT

ROAD DOWN THE WESTERN SIDE OF FLAGSTAFF  
MOUNTAIN, BOULDER, COLO.

SAME AS ABOVE

PRIVE NO. BEFORE UPPER TITLE: 729

COLOR DESCRIPTION

dark blue green pines. no flowers or other fake stuff.

DARK HILLS IN DISTANCE. TRIM MOSTLY OFF SKY.

PUT CLOUDS IN SKY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF X

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



08012  
A43

SANBORN SOUVENIR CO.,  
DENVER, COLO.

✓ NO. 5A250

ORDER NO. 54042

DATE 6/1/35

121 M AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

THE AMPITHEATRE AT THE TOP OF  
FLAGSTAFF MOUNTAIN, OVERLOOKING BOULDER,  
COLORADO AND THE P'AINS

PRIVE NO BEFORE UPPER TITLE: 730

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 125

R. M. 125

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

DON'T RETOUCH: PAY NO ATTENTION TO LOGS IN CENTER OF  
AMPITHEATRE, GREY ROCK, LIGHT MORTAR. CUT OFF BOTTOM AND SKY EQUALLY FOR  
PROPORTION. NO FUNNY FLOWERS. DARK BLUE PINES AND HILLS, GRAY SAND ON  
STAGE A D CENTER & BETWEEN ROWS OF SEATS. GET DISTANCE PLAIN. DON'T PUT  
IN ANY FAKE LAKES.

FUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

X HANDCOL PROOF

X RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

125

DEADLINE



SANBORN SOUVENIR CO.,  
DENVER, COLO.

NO. 5A251  
ORDER NO. 54042  
DATE 6/1/35

12<sup>1</sup>/<sub>2</sub>M AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 125

R. M.

TITLE (IN FULL)

IMPRINT

ENTERING THOMPSON CANON, COLORADO ON THE  
NEW HIGHWAY FROM LOVELAND TO ESTES PARK.  
BOT: ROCKY MOUNTAIN NATIONAL PARK  
PRIVATE NO. BEFORE UPPER TITLE: 426

SAME AS ABOVE

COLOR DESCRIPTION

FOR COLORS SEE: 5A82 (NO ARTIFICIAL RETOUCHING)

DON'T TOUCH UP DARK ROCKS. WE WANT THEM DARK AND NOT ARTIFICIAL

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & Co.—

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



SANBORN SOUVENIR CO.,  
DENVER, COLO.

✓ NO. 5A252

ORDER No. 54042

DATE 6/1/35

121 M AMERICAN ART POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 125

R. M. YES

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

XXXXXX

NEW RAPIDS HILL, BIG THOMPSON CANON,

COLORADO

BOT: ROCKY MOUNTAIN NATIONAL PARK

PRIVATE NO. BEFORE UPPER TITLE: 409

COLOR DESCRIPTION

GREY WHITE TO GRANITE ROCKS. DARK BLUE GREEN TREES.

DON'T GET THOSE COPPER COLORS IN THIS

DON'T RETOUCH ROCKS. COLOR SUGGESTION SEE 5636-29

put clouds in sky

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF X

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



8012  
A 5

SANBORN SOUVENIR CO.,  
DENVER, COLOR.

NO. 5A253

ORDER NO. 54042

DATE 6/1/35

121 M AMERICAN ART PHOTO CARDS, WHITE BORDER <small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>	
PLACE OF TITLE <u>UPPER</u> LOWER, CENTER - BORDER.		FRONT NO. 125	R. M. YES
TITLE (IN FULL) PILLARS OF HERCULES, THOMPSON CANON, COLORADO BOT: ROCKY MOUNTAIN NATIONAL PARK PRIVATE NO. BEFORE UPPER TITLE: 413		IMPRINT . SAME AS ABOVE	

COLOR DESCRIPTION

DARK ROCK WITH SOME GREENISH YELLOW TINT TO IT. GRANITE ROCK.

DON'T GET THESE COPPER COLORED. SEE 5A82

DON'T RETOUCH ROCKS

SUBMIT: RET. PHOTO		B. L. & W. PROOF		PUT CLOUDS IN SKY		HANDCOL PROOF X		RETURN PHOTO.	
PHOTO PROPERTY OF C. T. & CO.—		CUSTOMER X							
CURT TEICH & COMPANY, INC., CHICAGO									
PHOTO TICKET									

DEADLINE



2

SANBORN SOUVENIR CO., INC.,  
DENVER, COLO.

✓ NO 5A254

ORDER NO. 54043

DATE 6/1/35

6 M AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 125

R. M. YES

TITLE (IN FULL)

IMPRINT SANBORN SOUVENIR CO.,  
DENVER, COLO.

ENTRANCE AND GROUNDS AT BROOK FOREST  
INN, BROOK FOREST, COLO.

BOT-SIX MILES ABOVE EVERGREEN ON CUB  
CREEK

PRIVATE NO. BEFORE UPPER TITLE 340

COLOR DESCRIPTION

WOOD FENCES ARE ADOBE BROWN COLOR WITH UPRIGHT POST WHITE  
(ADOBE BROWN SAME COLOR AS 1A560 ATTACHED) STONE FENCES WHITE QUARTZ WITH  
BLACK MORTAR AND WHITE RAILS. LOG BDLG EXTREME RIGHT LIGHT COLOR. LOGS WHITE  
MORTAR BETWEEN - RED ROOF AS ON 1A560. BD. UPPER RIGHT CENTER SAME AS 1A560.  
2 COTTAGES IN BACKGROUND WALNUT TRIMMED WITH WHITE ROOFS AS 1A560

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

8

*an sheet*

*del 1 1/2  
A. 4 3/4*



RAINIER NATIONAL PARK CO.,  
TACOMA, WASH.

NO. 5A255  
ORDER NO. 54055  
DATE 6-6-35

6 AMERICAN ART FOLDER VIEWS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) **SUNRISE LODGE AND  
CABIN AREA**

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. **NO** R. M. **NO**

IMPRINT **NONE**

COLOR DESCRIPTION

USE PHOTO NO. 5A-H970

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

**CURT TEICH & COMPANY, INC., CHICAGO**  
PHOTO TICKET



2 1/2

S.S. KRESGE CO.,  
CENTON, ILL.

NO. 5A256

ORDER NO. 54080

DATE 6/1/35

~~100~~ M

BLUESKY POST CARDS WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT  
NONE

GRAHAM HOSPITAL, CANTON, ILL.

COLOR DESCRIPTION

*Take out photos*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

10

14



NO. 5A257 ✓

S. S. KRESGE CO.,  
CANTON, ILL.

ORDER NO. 54080

DATE 6/1/35

405 / M **BLUESKY POST CARDS, WHITE BORDER**  
(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

U. B. ORENDORFF RESIDENCE,  
CANTON, ILL.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2

R. M. NO

IMPRINT

NONE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

8



S. S. KRESGE CO.,  
CANTON, ILL.

NO. 54258

ORDER NO. 54080

DATE 6-12-1935

IM BLUESKY POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) LIBRARY, CANTON, ILL.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT NONE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



S. S. KRESGE CO.,

CANTON, ILL.

NO. 5A259 ✓

ORDER NO. 54080

DATE 6/1/35

~~400~~/M BLUESKY POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) VIEW FROM S. E. CORNER OF SQUARE

CANTON, ILL.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT  
NONE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO.—

B. L. & W. PROOF  
CUSTOMER X

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

*Spec job 2 1/2*  
*Quitos 1 1/2*  
*Spec job*

DEADLINE

10



S. S. KRESGE CO.,  
CANTON, ILL.

NO. 5A260 ✓

ORDER NO. 54080

DATE 6/1/35

400 / M BLUESKY POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M NO

TITLE (IN FULL)

IMPRINT

NONE

BIG CREEK PARK, CANTON, ILL.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. —

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



S. S. KRESGE CO.,  
CANTON, ILL.

NO. 5A261 ✓

ORDER NO. 54080

DATE 6/1/35

1 M **BLUESKY POST CARDS, WHITE BORDER**

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

2

R. M. NO

TITLE (IN FULL)

IMPRINT

NONE

INTERNATIONAL HARVESTER CO.  
CANTON, ILL.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



2

NO. 5A262 ✓

S. S. KRESGE CO.,

ORDER NO. 54080

CANTON, ILL.

DATE 6/1/35

~~450~~/M<sup>r</sup> BLUESKY POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT  
NONE

POST OFFICE, CANTON, ILL.

COLOR DESCRIPTION

*Out*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

3



S. S. KRESGE CO.,  
CANTON, ILL.

NO. 5A263

ORDER NO. 54080

DATE 6/1/35

~~300~~ / M ~~BLUESKY POST CARDS, WHITE BORDER~~  
(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

METH DIST CHURCH  
CANTON, ILL.

FRONT NO. 2 R. M. NO

IMPRINT

NONE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

3

21  
X



2 1/2  
X

S. S. KRESGE CO.,  
CANTON, ILL.

NO. 5A264 ✓  
ORDER NO. 54080

DATE 6/1/35

~~4-10~~ M **BLUESKY POST CARDS, WHITE BORDER**  
(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

**ALICE INGERSOLL GYMNASIUM  
CANTON ILL.**

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2

R. M. NO

IMPRINT

NONE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF      RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.—      CUSTOMER      X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

5



S. S. KRESGE CO.,  
CANTON, ILL.

NO. 5A265

ORDER NO. 54080

DATE 6/1/35

<del>400</del> M <b>BLUESKY POST CARDS, WHITE BORDER</b> <small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. 2	R. M. NO
TITLE (IN FULL) CANTON COUNTY CLUB, CANTON, ILL.		IMPRINT	NONE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF      RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.—      CUSTOMER ☒ **CURT TEICH & COMPANY, INC., CHICAGO**  
PHOTO TICKET

*Curt*

DEADLINE



2 1/2

F.W. WOOLWORTH CO.,  
MT. VERNON, ILL.

✓ NO5A256

ORDER NO. 54116

DATE 6-6-35

M **BLUESKY POST CARDS, WHITE BORDER**

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

POST OFFICE, MT. VERNON,

IMPRINT NONE

ILL.

COLOR DESCRIPTION

TAKE OUT AUTOS. WHITE STONE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



F.W. WOOLWORTH CO.,  
MT. VERNON, ILL.

✓ NO. 5A267

ORDER NO. 54116

DATE 6-6-35

M BLUESKY POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL) JEFFERSON COUNTY COURT  
HOUSE, MT. VERNON, ILL.

IMPRINT NONE

COLOR DESCRIPTION

USE PHOTO NO. 75378

TAKE OUT AUTO

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO.—

B. L. & W. PROOF  
CUSTOMER X

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



GREEN'S CORNER PHARMACY,  
HIAWATHA, KANSAS

✓ NO. 5A268

ORDER NO. 54141

DATE 6-6-35

I M **BLUESKY POST CARDS, WHITE BORDER**  
(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL) **DAVIS MEMORIAL,  
HIAWATHA, KANSAS**

IMPRINT **NONE**

COLOR DESCRIPTION

SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF      RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



GREEN'S CORNER PHARMACY,  
HIAWATHA, KANSAS

✓ NO. 5A269  
54141  
ORDER NO.  
DATE 6-6-35

I M BLUESKY POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) HIAWATHA LAKE,  
HIAWATHA, KANSAS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M NO

IMPRINT NONE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF X HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



LEE'S 5-10-250 STORE,  
LEAMINGTON, ONT., CANADA

NO. 5A270

ORDER NO. 54130

DATE 6-6-35

3 M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL)  
TALBOT STREET EAST,  
LEAMINGTON, ONTARIO, CANADA

IMPRINT LEE'S 5 & 100 STORE,  
LEAMINGTON, ONT. CANADA. MADE  
IN U.S.A.

COLOR DESCRIPTION

MAIN BLDG. IN PICTURE IS LEE'S STORE, WHICH HAS A BRIGHT RED FRONT, SIGN  
LETTERING IN GOLD AND A RED BRICK FRONT TOP MUCH PALER THAN THE SIGN.  
BRING OUT THIS BLDG.

Watch FLAG  
ALL DETAILS

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

A17

4 1/2

10



SCHNOOR AND FUCHS,  
PUT-IN-BAY, OHIO

NO. 5A271

ORDER NO. 54176

DATE 6-7-35

3 M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL) ST. PAUL'S EPISCOPAL  
CHURCH, PUT-IN-BAY, OHIO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

Church is white

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & CO.—

B. L. & W. PROOF  
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



~~3~~

A434

34

SCHNOOR AND FUCHS,  
PUT-IN-BAY, OHIO

NO. 5A272  
ORDER NO. 54176

DATE 6-7-35

3 M 500 AMERICAN ART POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) COLONIAL DANCE HALL,  
PUT-IN-BAY, OHIO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

Very Rush  
JH

DEADLINE

M



A 4 3/4

2

ILTIS DRUG CO.,  
INTERNATIONAL FALLS, MINN.

NO. 5A273

ORDER NO. 54224

DATE 6-11-35

3/4  
M

AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

2

R. M.

NO

TITLE (IN FULL)

DEER ARE PLENTIFUL

IMPRINT

NONE

AROUND INTERNATIONAL FALLS, MINN

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

6



ILTIS DRUG CO.,  
INTERNATIONAL FALLS, MINN.

NO. 5A274

ORDER NO. 54224

DATE 6-11-35

A 4<sup>3</sup>/<sub>4</sub>

3 1/2 M  
~~3 1/2 M~~

AMERICAN ART POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) BIRDS'-EYE VIEW OF  
M. AND O. PAPER MILLS,  
INTERNATIONAL FALLS, MINN.

FRONT NO. 2 R. M. NO

IMPRINT NONE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



IL. IS DRUG CO.,  
INTERNATIONAL FALLS, MINN.

✓ NO. 5A275

ORDER NO. 54224

DATE 6-11-35

3 1/2 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL) <sup>DIVE</sup>  
VIEW OF HIGH ~~RAIL~~ AND  
BRIDGE ACROSS RAINY LAKE,  
INTERNATIONAL FALLS, MINN.

IMPRINT NONE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER ☒

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



A52

5

A17

ILTIS DRUG CO.,  
INTERNATIONAL FALLS, MINN.

✓ NO. 5A276  
ORDER NO. 54224  
DATE 6-11-35

3/4 M AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL) MAIN STREET,  
INTERNATIONAL FALLS, MINN.

IMPRINT NONE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

3



202  
A4 3/4

ILTIS DRUG CO.,  
INTERNATIONAL FALLS, MINN.

✓ NO. 5A277  
ORDER NO. 54224

DATE 6-11-35

3 1/2 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. N O

TITLE (IN FULL) VIEW LOOKING ACROSS  
RAINY RIVER, INTERNATIONAL  
FALLS, MINN.

IMPRINT  
NONE

Photo in OBH21

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

8



7001  
A5

31  
X

OLSON'S BOOK AND NEWS STORE,  
EMPORIUM, PA.

NO. 5A278

ORDER NO. 54219

DATE 6-11-35

<sup>M</sup>  
6

AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

1

R. M.

NO

TITLE (IN FULL)

BIRD'S-EYE VIEW OF

IMPRINT

SAME AS ABOVE

EMPORIUM, PA.

COLOR DESCRIPTION

REMOVE DEAD LIMB IN SKY LINE AND COLOR.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

8

*[Handwritten signature]*



IRVING TRUST CO., TRUSTEE,  
NEW YORK, N.Y.

NO. 5A279

ORDER NO. 54261

DATE 6-12-35

3 M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL) DOUBLE HORSE SHOE ON  
ROUTE 52, EAST OF WILLIAMSON,  
W. VA.

IMPRINT NONE

COLOR DESCRIPTION

DARK ~~WOOD~~<sup>ROAD</sup>, WHITE FENCE. GREEN FOLIAGE AND  
MOUNTAIN SCENERY. REMOVE AUTOMOBILE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

*Very Rushy*

6  
TOM



IRVING TRUST CO., TRUSTEE,  
NEW YORK, NEW YORK

280  
NO. 5A280 ✓

ORDER NO. 54261

DATE 6-12-35

3 M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) WHITE OAK TREE, LARGEST

IN THE WORLD, 578 YEARS OLD, 145  
FT. HIGH, 96 FT. SPREAD, MINGO

COUNTY STATE PARK BETWEEN  
WILLIAMSON AND LOGAN, W. VA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT NONE

COLOR DESCRIPTION

NATURAL GRAY BARK ON TREE. GREEN FOLIAGE. FINE  
GRAYWIRE FENCE AROUND TREE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



J. P. BELL CO., INC.,  
LYNCHBURG, VA.

NO. 5A281

ORDER NO. 54229

DATE 6-11-35

12 M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) ADMINISTRATION AND MAIN  
BUILDING, VETERANS HOSPITAL,  
SALEM VA.

PRIVATE NO. BEFORE TITLE-2001

*Bot, small type - photo by  
Woodward, Salem, Va*

COLOR DESCRIPTION

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 48

R. M. NO

IMPRINT SAME AS ABOVE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



J. P. BELL CO., INC.,  
LYNCHBURG, VA.

NO. 5A282

ORDER NO. 54229

DATE 6-11-35

12M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) NURSES HOME, VETERANS

HOSPITAL NEAR SALEM, VA.

PRIVATE NO. BEFORE TITLE: 2002

BOT: SMALL TYPE, PHOTO BY WOODWARD,  
SALEM, VA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 48

R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



A4 1/2

J. P. BELL CO., INC.,  
LYNCHBURG, VA.

NO. 5A283

ORDER NO. 54229

DATE 6-11-35

12M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 48 - C. R. M. NO

TITLE (IN FULL)

RECREATION BUILDING,

IMPRINT

SAME AS ABOVE

VETERANS HOSPITAL, NEAR SALEM,

VA. BOT, SMALL TYPE---PHOTO  
BY WOODWARD, SALEM, VA.

PRIVATE NO. BEFORE TITLE-2003

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. —

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
RETURN PHOTO  
YES  
NO

DIAL NO. 5A284

ORDER NO. 54239

DATE 5/11/35

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER  
DESERET BOOK COMPANY  
SALT LAKE CITY, UTAH

12 1/2 M POST CARDS Group 3 SIZE 3 1/2 X 5 1/2

STYLE AMERICAN ART, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TOP: L. D. S. BUSINESS COLLEGE - SALT-

LAKE CITY UTAH.

BOT: ONE OF THE TYPING ROOMS—THE STUDENT  
BODY.

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

CUT OFF THE TOP OF THE BUILDING

SHOWING LATGE GROUP, CUTTING ALSO AS CLOSE  
TO THE GROUP ON THE SIDES AS POSSIBLE.

COLOR DESCRIPTION

USE COLORS AS ON CARD NO. 3A501. ADD SOME  
GREEN TO THE TREES.

FRONT NO. 5

R.M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

IMPRINT: Customer

C. T. Imprint

No Imprint

C. T. IMPRINT IN CENTER. AT LEFT:

DESERET BOOK CO., SALT LAKE CITY, UTAH

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

ZINC ETCHINGS FROM COPIES

DUPLICATES ZINC COLOR PLATES

DUPLICATES COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH SAME SIZE

SCREEN - 55 - 60 - 85 100 - 110 120 133 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH DEARERS  
CUT TO PICAS (see size)

PROOFS

FLAT - GOOD - INCOLORS - SPECIAL STOCK

ELECTROTYPES EACH OF  
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL NO. 5A285

ORDER NO. 54242

DATE 6/11/35

CUSTOMER KING J. FOTHERGILL,  
BROOKLYN, N.Y.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

2 M POST CARDS SIZE 3 1/2 X 5 1/2

PLACE OF TITLE: Upper, Lower, Center—Border Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full NO TITLE

STYLE BLACK & WHITE, WHITE BORDER

(All of this on address side)

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout Retouched Photo Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Panoramic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof Titles—Red, Blue.

COLOR DESCRIPTION

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES  
DUPLICATES ZINC COLOR PLATES  
LINE & HALFTONE COMB. COLOR PROCESS  
Extra Negatives  
Extra Stripping  
Strip To Size  
Double Print  
Reverse Position  
Reverse Color  
Ben Day

ZINC ETCHINGS FROM COPIES  
DUPLICATES COLOR PLATES  
Extra Negatives  
Extra Stripping  
Strip To Size  
Double Print  
Reverse Position  
Reverse Color  
Ben Day

SIZE WIDE HIGH, SAME SIZE  
SCREEN 55 - 60 - 85 100 110 120 - 133 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY VIGNETTE HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER

SIZE WIDE HIGH, SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL FLUSH TOP FLUSH BOTTOM  
FLUSH SIDES FLUSH ALL AROUND  
UNMOUNTED WITH BRACKETS  
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK  
ELECTROTYPES EACH OF  
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR



H. C. BEAHM,  
EVANS CITY, PA.

NO. 5A286

ORDER NO. 54320

DATE 6-14-1935

M BLACK & WHITE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2

R. M. NO

IMPRINT NONE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



O'NEIL'S DRUG STORE,  
EAST JAFFREY, N. H.

NO. 5A287

ORDER NO. 54330

DATE 6-18-35

1 M BLACK & WHITE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M.

TITLE (IN FULL)

IMPRINT THE RE.

CONTOOCCOOK LAKE AND MT.  
MONADNOCK, JAFFREY, N.H.

JAFFREY, N.H.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



O'NEIL'S DRUG STORE,  
EAST JAFFREY, N. H.

NO. 5A288

ORDER NO. 54330

DATE 6-18-1935

1 M BLACK & WHITE POST CARD, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

GILMORE POND AND MT. MONADNOCK,  
JAFFREY, N.H.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT THE REX:

JAFFREY, N.H.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



O'NEIL'S DRUG STORE,  
EAST JAFFREY, N.H.

NO. 5A289

ORDER NO. 54330

DATE 6-17-35

I M BLACK & WHITE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT

THE REXALL ~~DRUG~~ STORE,

EAST JAFFREY, N.H.

ST. PATRICK CHURCH, EAST JAFFREY,  
N.H.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



O'NEIL'S DRUG STORE,  
EAST JAFFREY, N. H.

NO. 5A290

ORDER NO. 54330

DATE 6-18-35

1 | BLACK & WHITE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL)

IMPRINT THE RE:

WORLD WAR MEMORIAL, JAFFREY, N.H.  
BY VIGGO BRANDT ERICKSEN, SCULPTOR

EAST JAFFREY, N.H.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF X HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

1/2  
X

12



2

O'NEIL'S DRUG STORE,  
EAST JAFFREY, N. H.

NO. 5A291 ✓

ORDER NO. 54330

DATE 6-18-35

1 M BLACK & WHITE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1.

R. M. no

TITLE (IN FULL)

IMPRINT

TOP-TOP HOUSE, MT. MONADNOCK,  
JAFFREY, N.H.

THE REXALL STORE, EAST JAFFREY,  
N.H.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

12



O'NEIL'S DRUG STORE,  
EAST JAFFREY, N.H.

NO. 5A292

ORDER NO. 54330

DATE 6-17-35

1 M BLACK & WHITE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

JAFFREY CENTRE AND MT.  
MCNADNOCK, JAFFREY, N.H.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

THE REXALL STORE, EAST JARRREY,  
N.H.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF ☒ HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

12



O'NEIL'S DRUG STORE,  
EAST JAFFREY, N.H.

NO. 5A293

ORDER NO. 54330

DATE 6-17-35

I M BLACK & WHITE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL)

IMPRINT

LAST HARD CLIMB, MT. MONADNOCK,  
JAFFREY, N.H.

THE REXALL STORE, EAST JAFFREY,  
N.H.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

12



CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL No. 5A294 ORDER NO. 54373 DATE 6-20-1935

CUSTOMER THE GRAYSON HOTEL,  
SHERMAN, TEXAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M PC

SIZE

3 1-2 X 5 1-2

STYLE AMERICAN ART, WHITE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full (AS PER COPY)

FRONT NO. 5

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE LAYOUT ATTACHED.

COLOR DESCRIPTION

SEE INSTRUCTIONS & TISSUE ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination. Screen 120

Dry — Wet — Pancromatic — Color Separation. Screen 133

Transfer — Paper Process — New Process. Screen 150

Stripping — White Border — Full Face. Screen 175

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES. ZINC COLOR PLATES

LINE & HALFTONE COMB. COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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ZINC ETCHINGS FROM COPIES

DUPLICATES. COLOR PLATES

LINE & HALFTONE COMB. COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR

SOLID METAL - FLUSH TOP - FLUSH BOTTOM

FLUSH SIDES - FLUSH ALL AROUND

UNMOUNTED WITH BEARERS

CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK

ELECTROTYPES EACH OF

ON WOOD METAL



F.W. WOOLWORTH CO.,  
HUTCHINSON, KANS.

NO. 5A299 ✓  
ORDER NO. 54433  
DATE 6-21-1935

3<sup>M</sup> 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. MNO

TITLE (IN FULL)

MAIN STREET, LOOKING  
SOUTH, HUTCHINSON, KANSAS

IMPRINT  
NONE

COLOR DESCRIPTION

TWO STORY BLDG. ON LEFT LIGHT BUFF. WOOLWORTH STORE SIGN  
GOLD LETTERS, RED BACKGROUND. FOR OTHER COLORS SEE CARD ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. —

CUSTOMER

X  
CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



30 1/2  
\$5

2

EDWARD A. HESS,  
STOCKTON, CALIFORNIA

NO. 5A300 ✓

ORDER NO. 54443

DATE 6-21-1935

6 M AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 62 R. M. NO

TITLE (IN FULL) TOP- AMERICAN RIVER,

IMPRINT SAME AS ABOVE

CALIFORNIA

BOT- PLACERVILLE TO LAKE TAHOE  
HIGHWAY 26

PUT IN STAMP SPACE "PLACE  
STAMP HERE"

PUT PLATE NO. ON FRONT

(PRIVATE NO. AT EXTREME RIGHT IN  
LOWER BORDER)

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED. VERY PARTICULAR CUSTOMER.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

6



NO. 58301

ORDER NO. 54444

DATE 6-21-1935

D.W. BRIGGS  
PALMYRA, N. Y.

2 M C.T. BLUESKY POST CARDS, WHITE BORDER  
GROUP (2)

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL) HILL CUMORAH (MORMON),

IMPRINT NONE

NEAR PALMYRA, N. Y.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. —

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



A4  
F.W. WOOLWORTH CO.,  
PORT HURON, MICH.

2  
X  
NO. 5A302 ✓

ORDER NO. 54460

DATE 6-20-1935

3M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

2

R. M.

NO

TITLE (IN FULL)

LIGHT HOUSE, PORT  
HURON, MICH.

IMPRINT

NONE

COLOR DESCRIPTION

SEE 61084.

~ D7628

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

12



ROSE'S 5-10-25C STORES,  
HENDERSON, N.C.

NO. 5A303

ORDER NO. 54485

DATE 6-24-35

M 3,500 AMERICAN ART POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT No. 1

R. M. NO

TITLE (IN FULL)

IMPRINT

PUBLISHED FOR ROSE'S

AIRPLANE VIEW OF SOUTHWESTERN  
STATE HOSPITAL, MARION, VA.

5, 10 & 25C STORES

COLOR DESCRIPTION

CENTRAL GROUP OF BLDGS. ALL DARK RED BRICK.  
SLATE ROOFS. LIGHT GRAY CORNICE & SASH, GRAY DRIVES, LIGHT  
CEMENT WALKS. LARGE BLDG. ON LEFT SAME COLOR. BARN IN REAR  
CENTER DARK BROWN. RED BRICK STACK. ELIMINATE BLDGS. IN  
FOREGROUND OR CROPP OFF ONE HALF INCH OF FOREGROUND

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. X

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



2 1/2

ROSE'S 5-10-25C STORES,  
HENDERSON, N.C.

NO. 5A304

ORDER NO. 54485

DATE 5-24-35

M

3,500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. NO

TITLE (IN FULL)

IMPRINT

PUBLISHED FOR ROSE'S

ADMINISTRATION BUILDING,  
SOUTHWESTERN STATE HOSPITAL,  
MARION, VA.

5, 10 & 25 C STORES

COLOR DESCRIPTION

DARK RED BRICK. LIGHT STONE COLUMNS & CORNICE &  
PORCHES & STEPS. GRAY FOUNTAIN. BRONZE FIGURE IN CENTER  
DARK GREEN SHRUBERY & LAWN. GRAY DRIVE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. -

CUSTOMER

X  
CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

8



ROSE'S 5-10-25C SOTRES,  
HENDERSON, N.C.

NO. 5A305 ✓

ORDER NO. 54485

DATE 5-24-35

M 3,500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

PUBLISHED FOR ROSE'S 5, 10 & 25C  
STORES

MAIN STREET, MARION, VA.

COLOR DESCRIPTION ON LEFT 1ST LIGHT STONE. 2 LIGHT STONE & DARK DULL RED  
BRICK. BRONZE CORNICE. GREEN SIGN. 3 DARK RED. DARK GREEN ROOF. 4  
DARK RED. BROWN ROOF WITH GRAY FIRST FLOOR & TRIM ON RIGHT 1ST DARK  
DULL RED. DARK GREEN MARKEE. DARK SIGN WITH WHITE LETTERS 2 DARK RED  
BRICK WITH RED STORE SIGN-GOLD LETTERS. 3 & 4 DARK RED. 5 BROWN. 6 & 7  
GRAY RED. ROOF. 8 RED. 9 GRAY. OTHERS DARK RED BRICK. CEMENT PAVING  
GRAY LAMP POSTS. DARK GRAY STREETS. REMOVE LARGE CABLE WIRES  
ACROSS STREET.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



ROSE'S 5-10-25C STORES  
HENDERSON, N.C.

NO. 5A306 ✓

ORDER NO. 54485

DATE 6-24-35

M 3,500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT

RESIDENCE AND GROUNDS C.C. LINCOLN, STORES  
MARION, VA.

PUBLISHED FOR ROSE'S 5, 10 & 25C

COLOR DESCRIPTION

DARK GRAY LIMESTONE. DARK SLATE ROOF. CREAM STUCCO GABLES. BROWN  
CORNICE & PANNELS ON GABLES. GREEN LAWN & SHURBERY. WHITE  
SWAN IN LAKE. REMOVE DEAD HAY ON TERRACE IN CENTER

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



1 1/2

NO. 5A307 ✓

ORDER NO. 54485

DATE 6-24-35

ROSE'S 5-10-25C STORES,  
HENDERSON, N. C.

M 3,500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL)

IMPRINT

MUNICIPAL BUILDING, MARTON, VA.

PUBLISHED FOR ROSE'S 5, 10 &  
25C STORES

COLOR DESCRIPTION

DARK RED BRICK SLATE ROOF. WHITE COLUMNS & CORNICE &  
GABLE & TOWER. BLACK TOP ON TOWER. LIGHT GRAY STEPS MAKE GREEN  
LAWN ON TERRACE. BLDGS. ON RIGHT & LEFT DARK DULL RED BRICK. BLUE  
SPRUCE PINE TREE ON LEFT. GREEN FOLIAGE & LAWN ON RIGHT.  
GRAY LAMP POST & WALKS. DARK STREET.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

12



ROSE'S 5-10-25C STORES  
HENDERSON, N.C.

NO. 5A308 ✓

ORDER NO. 54485

DATE 6-24-35

M 3,500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

MARION JUNIOR COLLEGE, MARION,  
VA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. NO

IMPRINT

PUBLISHED FOR ROSE'S 5, 10 &  
25C STORES

COLOR DESCRIPTION

DARK DULL RED BRICK. WHITE COLUMNS GRAY CORNICE & STEPS. WHITE  
SASH & TOP TOWER IN CENTER. DARK GREEN LAWN & VINES &

SHURBERY. REMOVE OBSOLETE AUTOMOBILE. REMOVE TELEPHONE POLE &  
WIRES. DARY GREY STREET

SUBMIT: RET. PHOTO

B. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — \* CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



ROSE'S 10-250 STORES  
HENDERSON, N.C.

NO. 5A309 ✓  
ORDER NO. 54485

DATE 6-24-35

10,500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

COURT HOUSE, XXXX MARION, VA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. NO

IMPRINT

PUBLISHED FOR ROSE'S 10 & 250  
STORES

COLOR DESCRIPTION

VERY LIGHT GRAY BRICK. SLATE ROOF. GRAY STEPS. GRAY CORNICE,  
MONUMENT LIGHT GRAY. GRAY WALL & DARK FENCE. REMOVE POLE & WIRES.  
AND ALL AUTOMOBILES. GREEN LAWN & SHRUBERY. GRAY WALKS & DARK  
GRAY STREET. REMOVE MAN IN FOREGROUND ON LEFT

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



2461  
542  
ROSE'S 5-10-25C STORES  
HENDERSON, N.C.

NO. 5A310 ✓

ORDER NO. 54485

DATE 6-24-35

M 3,500 AMERICAN ART POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT

SOURCE OF MRRION, VA. WATER SUPPLY

PUBLISHED FOR ROSE'S 5, 10 & 25C  
STORES

COLOR DESCRIPTION

DARK ROAD ON LEFT. REMOVE LARGE POLE ON LEFT AND REAR  
RIGHT

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



ROSE'S 5-10-25C STORES,  
HENDERSON, N.C.

NO 5A311 ✓

ORDER NO. 54485

DATE 6-24-35

M 3,500 AMERICAN ART POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT

HOTEL LINCOLN, MARION, VA.

PUBLISHED FOR ROSE'S 5, 10 & 25 C  
STORES

COLOR DESCRIPTION

DULL DARK RED BRICK. FIRST TWO FLOORS LIGHT STONE. DARK BRONZE  
CORNICE. WHITE SASH. BRONZE CORNICES ON ENTRANCE, WHITE LETTERS  
WHITE DOOR FRAMES. ON LEFT BLDG. GRAY ON RIGHT DARK  
DULL RED BRICK. DARK GREEN ROOF. REMOVE AUTOMOBILE ON LEFT

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. - X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



THE UNITED SUPPLY CO., INC.,  
PITTSBURGH, PA.

NO. 5A312 ✓

ORDER NO. 54479

DATE 6-24-35

M 3,500 AMERICAN ART POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL) UNITED SUPPLY CO.,  
DEPARTMENT STORE AND DRUG STORE,  
GARY, W. VA.

IMPRINT NONE

COLOR DESCRIPTION

ON RIGHT GRAY STONE, DARK BROWN CORNICE, BRONZE MARKEES, DARK BROWN  
SASH, BUFF BLINDS ON WINDOWS, ON LEFT BLDG. LIGHT GRAY SLATE ROOF  
WHITE AWNING, DARK SIGN, BUFF LETTERS, GRAY FENCE, GRAY STONE WALL  
& GREEN TERRACE LAWN IN FOREGROUND, FINISH GREEN LAWN ON BOTTOM OF  
TERRACE NEXT TO WALL, RED FLOWER BED, REMOVE LARGE POLE ON LEFT

SUBMIT: RET. PHOTO B. & W. PROOF  
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

HANDCOL PROOF X RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



THE UNITED SUPPLY CO., INC.,  
PITTSBURGH, PA.

NO. 5A313

ORDER NO. 54479

DATE 6-24-35

M 3,500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) HIGH SCHOOL, GARY, W.VA.

ADKIN DISTRICT

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2

R. M. NO

IMPRINT: NONE

COLOR DESCRIPTION

DARK RED BRICK, LIGHT GRAY CORNICE & TRIM, WHITE SASH,  
GRAY STEPS, GRAY STONE WALL & BRIDGE. GREEN LAWN AND SHRUBBERRY.  
BLDGs. ON LEFT DARK RED, LIGHT TRIM GRAY ROOFS. GREEN MOUNTAIN  
FOLIAGE. REMOVE POLES IN LEFT FOREGROUND

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF X

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. - X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

DEADLINE



2

THE UNITED SUPPLY CO., INC.,  
PITTSBURGH, PA.

NO. 3A314

ORDER NO. 54479

DATE 6-24-35

20/34  
A6

M 3,500 AMERICAN ART POST CARDS. WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL) GENERAL VIEW SHOWING

IMPRINT NONE

CLUB HOUSE, RECREATION BLDG. AND  
MAIN OFFICE, GARY, W. VA.

COLOR DESCRIPTION ON RIGHT 1ST GRAY STONE DARK RED ROOF. ON CENTER 1ST  
WHITE, BLACK TRIM, SLATE ROOF. ON LEFT 1ST GRAY BASE & FIRST FLOOR  
TOP FLOOR DARK GREEN. GRAY ROOF, WHITE SASH & PORCH COLUMNS. BLDGS. ON  
REAR LEFT & LEFT EDGE LIGHT GRAY, GRAY ROOFS. OTHER BLDGS. ON REAR  
CENTER & RIGHT GRAY & CREAM. GRAY ROOFS. LIGHT CEMENT WALKS & GREEN  
LAWN. SHOW HILLS CLEAR AND GREEN

SUBMIT: RET. PHOTO B. L. & W. PROOF with title HANDCOL PROOF X RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

12



THE UNITED SUPPLY CO., INC.,  
PITTSBURGH, PA.

NO. 5A315

ORDER NO. 54479

DATE 6-24-35

M 3,500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL) VIEW OF WALL STREET,  
GARY, W. VA.

IMPRINT NONE

COLOR DESCRIPTION

ON LEFT BLDGS. LIGHT GRAY & DARK GREEN, WHITE TRIM,  
GRAY ROOFS. ON RIGHT 1 & 2 LIGHT GRAY, 3-4-5 GREEN OTHERS LIGHT  
GRAY. GREEN & GRAY ROOFS, CEMENT STREET, GRAY STONE WALL. GREEN  
MOUNTAIN FOLIAGE

SUBMIT: RET. PHOTO

B. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



DELICATE DRUG CO.,  
EDWARDSVILLE, ILL.

NO. 5A316 V

ORDER NO. 54511

DATE 6-25-35

M 3,500 AMERICAN ART POST CARDS,

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT

NEW HIGH SCHOOL, EDWARDSVILLE, ILL. NONE

COLOR DESCRIPTION

RED BRICK, WHITE BRIM.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



5A316 *Shy*



FRED L. VILAS  
PIERRE, SOUTH DAKOTA

NO. 5A317 ✓

ORDER NO. 54478

DATE 6-25-35

M

3,500 AMERICAN ART POST CARDS, WHITE BORDER

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL) STATE HOUSE,  
PIERRE, SO. DAK.

IMPRINT NONE

COLOR DESCRIPTION

*Take Out Setting*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



2 1/2  
X

FRED L. VILAS  
PIERRE, SOUTH DAKOTA

NO. 5A318 ✓

ORDER NO. 54478

DATE 6-24-35

M 3, 500 AMERICAN ART POST CARDS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL) STATE HOUSE, PIERRE,  
SO. DAK.

IMPRINT NONE

COLOR DESCRIPTION

*Take out lettering*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

8



FRED L. VILAS  
PIERRE, SOUTH DAKOTA

NO. 5A319 ✓  
ORDER NO. 54478

DATE 6-24-35

M

3,500 AMERICAN ART POST CARDS, WHITE BORDER

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL) MISSOURI RIVER BRIDGES,  
PIERRE, SO. DAK.

IMPRINT NONE

COLOR DESCRIPTION

TAKE OUT LETTERING

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



SCHEW DRUG COMPANY  
LONG PARIRIE, MINN.

✓ NO. 5A320

ORDER NO. 54476

DATE 6-24-35

I M PHOTO FINISH, BLACK&WHITE,  
(ALL OF THIS ON THE PICTURE SIDE)

WHITE BORDER  
(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT NONE

COURT HOUSE, LONG PARIRIE, MINN.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF      RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co.—      CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



2

SCHENK DRUG COMPANY  
LONG PRAIRIE, MINN.

✓ NO. 5A321

ORDER NO. 54476

DATE 6-27-35

I M C.T. PHOTO FINISH, BLACK & WHITE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT NONE

OSAKIS STREET, LONG PRAIRIE, MINN.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO      B. L. & W. PROOF      ☒      HANDCOL PROOF      RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.—      CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE

57



SOHLENK DRUG COMPANY  
LONG PARRIE, MINN.

NO. 5A322

ORDER NO. 54476

DATE 6-24-35

1 M C.T. PHOTO FINISH, BLACK & WHITE, WHITEBORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

LONG PRAIRIE HIGH SCHOOL, LONG  
PRAIRIE, MINN.

IMPRINT NONE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & Co.— CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



SCHONK DRUG COMPANY  
LONG PRAIRIE, MINN.

✓ NO. 5A323

ORDER NO. 54476

DATE 6-24-35

1 M C. . PHOTO FINISH, BLACK & WHITE, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT NONE

CATHOLIC CHURCH AND SCHOOL,  
LONG PRAIRIE, MINN.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO  
PHOTO PROPERTY OF C. T. & Co.—

B. L. & W. PROOF  
CUSTOMER X

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. & CO. CUSTOMER

DIAL NO. 5A324

ORDER NO. 54470

DATE 6/21/35

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER  
HOTEL HAMPTON,  
ALBANY, N.Y.

12,500 M BUSINESS CARDS SIZE 3 1/2 x 5 1/2

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full HOTEL HAMPTON (ETC. AS PER COPY)

STYLE AMERICAN ART WHITE BORDER  
(All of this on address side)

FRONT NO. R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

#### RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout HAVE FLAG FLYING FROM FLAG POLE.

HAVE HOTEL SHOWING IN FULL AS PER PHOTO: ALSO,  
BUILDING AT LEFT AS YOU ARE LOOKING AT THE PHOTO  
AND WHATEVER PORTION OF THE BUILDING ON THE RIGHT  
THAT SHOULD SHOW. OMIT SIGNS ORIENTAL OCCIDENTAL  
RESTAURANT, THE NUMBER 42 ON THE DOOR AND THE BUS  
THAT EVIDENTLY MOVED INTO THE PICTURE. BLDG.  
SHOWING ON LOWER LEFT SHOULD BE REMOVED.

#### COLOR DESCRIPTION

HOTEL HAMPTON SIGN AT TOP OF BLDG. ON RIGHT SIDE  
AS YOU LOOK AT PICTURE IS A RED SIMILIAR TO NO. 1  
23 WITH A BACKGROUND SIMILAR TO NO. 14. THE PER-  
PENDICULAR ELECTRIC SIGN FROM TOP STORY DOWN IS  
WHITE LETTERS. THE PORTE DE COCHERE IS A BOTTLE  
GREEN WITH SIGN WITH ELECTRIC BULBS LIGHTING IT  
UP AT NIGHT. WOODWORK AROUND WINDOWS OF COFFEE SHOP  
AT LEFT OF THE PORTE DE COCHERE AS YOU LOOK AT THE  
PHOTO AND THAT WOODWORK AROUND THE WINDOWS OF THE  
GRILL TO THE RIGHT ARE BOTH A BOTTLE GREEN. THE  
SIGN ON THE GRILL WINDOW IS GOLD.

#### PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office

Straighten Photo

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

#### ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE — WIDE — HIGH SAME SIZE  
SCREEN 55 - 60 85 - 100 110 120 - 133 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE  
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT  
WITH LINE - WITHOUT LINE - SPECIAL BORDER

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE — WIDE — HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES - FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)

#### PROOFS

FLAT - GOOD - IN COLORS - SPECIAL STOCK  
ELECTROTYPES EACH OF  
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

800

7.10

Handwritten signature

Red Title shot 7-10-35



NO. 5A-35

ORDER NO. 54623

DATE 7-3-1935

THE S. SPENCER MOORE CO.,  
CHARLESTON, W. VA.

12 M 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL)

VIEW FROM HAWKS NEST.

IMPRINT SAME AS ABOVE

WEST VIRGINIA SHOWING NEW RIVER  
CANYON AND KANAWHA POWER ~~ERRRXX~~  
COMPANY DAM

COLOR DESCRIPTION

COMBINE PHOTOS NO. 213 & 214 TO SHOW ENTIRE PANORAMA.  
LIGHT CEMENT DAM & BRIDGE. GREEN LAWN & TERRACE AT END OF BRIDGE.  
GRAY ROCKS ON REAR LEFT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

DEADLINE



3161  
A4<sup>3/4</sup>

THE S. SPENCER MOORE CO.,  
CHARLESTON, W. VA.

NO. 5A326

ORDER NO. 54623

DATE 7-3-1935

12<sub>M</sub> 500 AMERICAN ART POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

NEW RIVER CANYON SHOWING  
KAYMOOR, W. VA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. NO

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

BLDGS. REEK WHITE, DARK RED ROOFS. GRAY ROCK ALONG TOP EDGE IN REAR.  
GREEN MT. FOLIAGE. REMOVE DEAD TREES ON RIGHT. SHOW COAL CONVEYOR  
COMING DOWN FROM CENTER OF HILL ON REAR RIGHT CENTER. DARK RED ROOF  
ON CONVEYOR.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

65



ASHEVILLE POST CARD CO.,  
ASHEVILLE, N.C.

✓ NO. 5A327

ORDER NO. 54519

DATE 6-25-35

6 M AMERICAN ART POST CARDS.

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

BUSINESS SECTION OF SALUDA, N.C.

IN THE LAND OF THE SKY, SHOWING  
TENNIS COURTS IN FOREGROUND  
PRIVATE NO. BEFORE TITLE-779

WHITE BORDER

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 55

R. M. NO

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

COLORS-LEFT TO RIGHT--1ST BLDG.-GRAY FRONT, RED BRICK  
SIDES, 2ND-DK. RED BRICK, TAN AWNING, 3RD. LIGHTER RED BRICK, BLOOD RED  
AWNING, WHITE TRIM, 4TH. TANISH RED BRICK, WHITE TRIM, 5TH- SALUDA  
DRUG CO. & THEATRE, DEEP RED BRICK BLDG, GREEN TRIM, SHOW TRAIN,  
TAKE OUT POLES

SUBMIT: RET. PHOTO

B. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

YES NO

RETURN PHOTO

DIAL NO. 5A328

ORDER NO. 54536

DATE 6/26/35

CUSTOMER

ST. MARY'S HOSPITAL,  
DECATUR, ILLINOIS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE 3 1/2 X 5 1/2

PLACE OF TITLE: Upper, Lower, Center, Border Follow Layout

Title in Plate Yes No Copyright in Plate Yes No  
Title in full

ST. MARY'S HOSPITAL, 220 S. Webster St.  
DECATUR, ILLINOIS

STYLE AMERICAN ART, WHITE BORDER

(All of this on address side)

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo Wash Drawing

Follow Layout - Take out all wires in picture,  
straighten steel post (Blvd sign) just to right of  
fire plug, take out the stone steps leading from  
driveway to sidewalk at left of picture, take out  
house & tree at extreme left edge of picture & take  
out the bldg. which shows the church steeple to  
extreme right of picture.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative Line Halftone Combination. Screen 120

Dry Wet Pancromatic Color Separation. Screen 133

Transfer Paper Process New Process. Screen 150

Stripping White Border Full Face. Screen 175

Blue Print Handcolor Black & White Proof. Titles Red, Blue.

COLOR DESCRIPTION

The foundation of Hospital is white stone & brick  
in Hospital is color of #11 in color chart.

Windows are painted white, black screen wire on  
windows. fire escape & railing above entrance of  
front door is black. grass & hedge - Green. Roof of  
left portion of Hospital is black steel sheeting,  
the right part of roof is slate (black). The  
little houses on roof is painted white.

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB. COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE WIDE HIGH SAME SIZE

SCREEN 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150

ETCHING DEPT PAINT IN BACKGROUND SOLID

FINISHING DEPT OUTLINE OVAL CIRCLE  
SQUARE LIKE COPY VIGNETTE HIGHLIGHT  
WITH LINE WITHOUT LINE SPECIAL BORDER

ENGRAVING DEPARTMENT

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR  
SOLID METAL - FLUSH TOP - FLUSH BOTTOM  
FLUSH SIDES FLUSH ALL AROUND  
UNMOUNTED WITH BEARERS  
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK

ELECTROTYPES EACH OF  
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR



1  
2

ASHEVILLE POST CARD CO.,  
ASHEVILLE, N. C.

✓ NO. 5A329

ORDER NO. 54602

DATE 6-27-1935

2 M BLACK & WHITE PHOTO FINISH FOLDER VIEWS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. R. M.

TITLE (IN FULL) SULLINS COLLEGE

IMPRINT NONE

TOP, SMALL TYPE- PHOTO COURTESY  
N. & W. RAILWAY

COLOR DESCRIPTION

USE PHOTO NO. 3A-H110

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



1  
2

ASHEVILLE POST CARD CO.,  
ASHEVILLE, N. C.

✓ NO. 5A330

ORDER NO. 54602

DATE 6-28-1935

2 M BLACK & WHITE PHOTO FINISH FOLDER VIEWS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) VIRGINIA INTERMONT  
COLLEGE

TOP, SMALL TYPE - PHOTO COURTESY  
N. & W. RAILWAY

FRONT NO. HNONE R. M.

IMPRINT

COLOR DESCRIPTION

USE PHOTO NO. XXXXXXXX 3A-H111

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

10



1  
2



NO.

5A331

ORDER NO.

54602

DATE

6-27-1935

ASHEVILLE POST CARD CO.,  
ASHEVILLE, N. C.

2 M BLACK & WHITE PHOTO FINISH FOLDER VIEWS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) UNITED STATES POST  
OFFICE, BRISTOL, VA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M.

IMPRINT

COLOR DESCRIPTION

USE PHOTO NO. 4A-H993

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



ASHEVILLE POST CARD CO.,  
ASHEVILLE, N. C.

✓ NO. 5A332

ORDER NO. 54602

DATE 6-27-1935

2<sup>M</sup> BLACK & WHITE PHOTO FINISH FOLDER VIEWS, WHITE BORDER  
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

TITLE (IN FULL) LOOKING OUT FROM  
NATURAL TUNNEL

IMPRINT

NONE

COLOR DESCRIPTION

USE PHOTO NO. 4A-H994

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



1  
2

ASHEVILLE POST CARD CO.,  
ASHEVILLE, N. C.

✓ NO. 5A333

ORDER NO. 54602

DATE 6-27-1935

2 M BLACK & WHITE PHOTO FINISH FOLDER VIEWS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) STATE STREET AT NIGHT

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO NONE

R. M.

IMPRINT

COLOR DESCRIPTION

. USE PHOTO NO. 4A-M995

SUBMIT: RET. PHOTO      B. L. & W. PROOF      HANDCOL PROOF      RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



A42

2  
X

THE ENTERPRISE CO-OPERATIVE CO., NEW CONCORD, OHIO		NO. 5A334 ✓ ORDER NO. 54592 DATE 6/26/35
M 3,500 AMERICAN RT POST CARDS, (ALL OF THIS ON THE PICTURE SIDE)		WHITE BORDER (ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER. TITLE (IN FULL) GYMNASIUM, MUSKINGUM COLLEGE, NEW CONCORD, OHIO	FRONT NO. 1 IMPRINT SAME AS ABOVE	R. M. NO
COLOR DESCRIPTION REDDISH BROWN BRICK. DARK RED TILE ROOF, LIGHT STONE TRIM & STEPS WHITE SASH. FINISH ENTRANCE SHOWING LIGHT GREY & ENTRANCE. REMOVE BLIND END OF SIDEWALK IN LOWER LEFT FRONT CORNER. REMOVE BARREL IN RIGHT CENTER. ENTRANCE SHOWS A TEMPORARY FRONT WITH 2 DOORS & 2 WINDOWS. WHEN BUILDING IS COMPLETE THESE WILL BE REMOVED LEAVING SHADED ENTRANCE		
SUBMIT: RET. PHOTO    B. L. & W. PROOF    HANDCOL PROOF    RETURN PHOTO. PHOTO PROPERTY OF C. T. & CO. X    CUSTOMER CURT TEICH & COMPANY, INC., CHICAGO. PHOTO TICKET		

PHOTO IN D-10227

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THE ENTERPRISE CO-OPERATIVE CO.,  
NEW CONCORD, OHIO

NO. 5A335 ✓  
ORDER NO. 54592

DATE 6/27/35

M

3,500 AMERICAN ART POST CARDS,  
(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT

CAMPUS VIEW SHOWING CAMBRIDGE HALL AND  
MONTGOMERY HALL, MUSKINGUM COLLEGE,  
NEW CONCORD, OHIO

SAME AS ABOVE

COLOR DESCRIPTION

BUILDINGS BRO N BRICK. DARK RED TILE ROOFS. WHITE SASH, LIGHT  
STONE CORNICE & TRIM. GREEN LAWN & SHRUBERY. MAKE SMOOTH GREEN  
LAWN IN FOREGROUND. LIGHT CEMENT WALK. EXTEND SIDEWALK AT LEFT  
FRONT SO BLIND END DOES NOT APPEAR

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

~~PHOTO-TICKET 10227~~



2

NO. 5A336 ✓

ORDER NO. 54592

DATE 6/27/35

THE ENTERPRISE CO-OPERATIVE CO.,  
NEW CONCORD, OHIO

M. 3,500 AMERICAN ART POST CARDS,  
(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

LAKE, GYMNASIUM AND STADIUM,  
MUSKINGUM COLLEGE, NEW CONCORD, OHIO

FRONT NO. 2

R. M. NO

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

BUILDING BROWN BRICK. DARK RED TILE ROOF. LIGHT STONE CORNICE.  
& TRIM WHITE SAHS. GRAY CEMENT STADIUM & STEPS ON RIGHT. DARK BRIDGE.  
LIGHT GRAY LIGHT TOWERS OVER STADIUM GREEN LAWN AND FOLIAGE

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

PHOTO-TIV-D-10227

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F.W. WOOLWORTH CO., NO. 770  
GREENVILLE, TEXAS

NO. 5A337 ✓  
ORDER NO. 54595

DATE 6/27/35

3,500 ~~XX~~ AMERICAN ART POST CARDS,  
(ALL OF THIS ON THE PICTURE SIDE)

WHITE BORDER  
(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL)

IMPRINT  
NONE

POST OFFICE, GREENVILLE, TEXAS

COLOR DESCRIPTION

LIGHT RED BRICK AND LT. GREY STONE. SLATE ROOF TAKE OUT WIRES.

PUT ON FLAG.

MAKE OTHER PRINT FROM NEGATIVE, WITHOUT LADY SHOWING

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.  
PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

*Very Rush*  
*FD*

DEADLINE

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